

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372736

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alltrust Insurance, Inc.		12/01/2015	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	5664 Prairie Creek Drive, S.E.		
City:	Caledonia		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86517242	FOR THE HEALTH OF YOUR BUSINESS	
CORRESPONDENCE DATA			
Fax Number:	6163367000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	616-336-6000		
Email:	trademarks@varnumlaw.com		
Correspondent Name:	Timothy E. Eagle		
Address Line 1:	333 Bridge Street, P.O. Box 352		
Address Line 4:	Grand Rapids, MICHIGAN 49501		
ATTORNEY DOCKET NUMBER:	ACRISURE-ALLTRUST		
NAME OF SUBMITTER:	Timothy E. Eagle		
SIGNATURE:	/Timothy E. Eagle/		
DATE SIGNED:	02/10/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

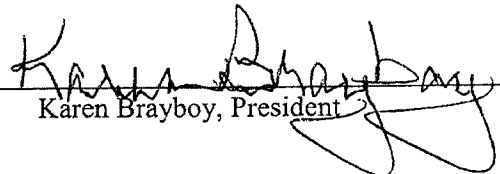
WHEREAS, Alltrust Insurance, Inc., a Florida corporation, whose principal address is 2965 Alt. 19, Palm Harbor, Florida 34683 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademarks listed on the attached Schedule A (collectively, the "Trademarks").

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common-law rights associated with the Trademarks by virtue of its use in commerce, to Acrisure, LLC, a Michigan limited liability company whose address is 5664 Prairie Creek Drive, S.E., Caledonia, Michigan 49316 ("Assignee").

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 1st day of December 2015.

ALLTRUST INSURANCE, INC.

By: 
Karen Brayboy, President

SCHEDULE A

Citation	Image	Status	Goods and Services	Owner	Citation
FOR THE HEALTH OF YOUR BUSINESS U.S. Application Serial No. 86/517,242	FOR THE HEALTH OF YOUR BUSINESS	Pending Intent to Use	<p>INT. CL. 35 CONSULTING SERVICES RELATING TO COMPLIANCE WITH BEST PRACTICE PROVISIONS IN THE FIELD OF HUMAN RESOURCES</p> <p>INT. CL. 36 PROCESSING, ADMINISTERING, AND MANAGING EMPLOYEE BENEFITS PLANS CONCERNING INSURANCE AND FINANCE; CONSULTING AND ADVISING SERVICES IN THE FIELD OF ADMINISTRATION OF EMPLOYEE BENEFITS CONCERNING INSURANCE AND FINANCE</p> <p>INT. CL. 45 CONSULTING SERVICES RELATING TO REGULATORY COMPLIANCE PROVISIONS IN THE FIELD OF HUMAN RESOURCES</p>	<p>ALLTRUST INSURANCE, INC. FLORIDA CORPORATION 2965 ALTERNATE 19 PALM HARBOR, FLORIDA, 34683</p>	FOR THE HEALTH OF YOUR BUSINESS U.S. Application Serial No. 86/517,242

TRADEMARK

REEL: 005728 FRAME: 0479

RECORDED: 02/10/2016