

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373465

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Patriot Risk and Insurance Services, Inc.		12/01/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Acrisure of California, 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:	86510078	OUR UNFAIR ADVANTAGE	
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-PATRIOT		
NAME OF SUBMITTER:	Timothy E. Eagle		
SIGNATURE:	/Timothy E. Eagle/		
DATE SIGNED:	02/17/2016		
Total Attachments: 2			
source=Acrisure Patriot Risk Executed Trademark Assignment#page1.tif			
source=Acrisure Patriot Risk Executed Trademark Assignment#page2.tif			

CH \$40.00 86510078

TRADEMARK ASSIGNMENT

WHEREAS, Patriot Risk and Insurance Services, Inc., a California corporation, whose principal address is 100 Spectrum Drive, Suite 400, Irvine, California 92618 ("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 of California, LLC, a Michigan limited liability company whose address is 5664 Prairie Creek Drive, S.E., Caledonia, Michigan 49316 ("Assignee").

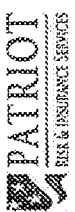
NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to 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.

PATRIOT RISK AND INSURANCE
SERVICES, INC.

By: 
David S. Jacobson, Chief Executive Officer

SCHEDULE A

Citation	Image	Reg. No.	Status	Goods and Services	Owner
OUR UNFAIR ADVANTAGE U.S. Application Serial No. 86/510,078	OUR UNFAIR ADVANTAGE	Published (Pending) Intent to Use	INT. CL. 36 BROKERAGE SERVICES; INSURANCE SERVICES IN THE NATURE OF RISK MANAGEMENT AND LOSS CONTROL MANAGEMENT FOR OTHERS	PATRIOT RISK AND INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 100 SPECTRUM DRIVE, SUITE 400 IRVINE, CALIFORNIA, 92618	OUR UNFAIR ADVANTAGE U.S. Application Serial No. 86/510,078
PATRIOT RISK & INSURANCE SERVICES U.S. Reg. No. 3,906,679		Registered	INT. CL. 36 INSURANCE AGENCY AND BROKERAGE SERVICES IN THE NATURE OF LOSS CONTROL MANAGEMENT FOR OTHERS	PATRIOT RISK AND INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 100 SPECTRUM DRIVE, SUITE 400 IRVINE, CALIFORNIA, 92618	PATRIOT RISK & INSURANCE SERVICES U.S. Reg. No. 3,906,679