

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM381617

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L.B.L. Insurance Services, Inc.		04/01/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Acrisure of California, LLC		
Street Address:	601 Abbot Road		
City:	East Lansing		
State/Country:	MICHIGAN		
Postal Code:	48823		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4296166	LIVING A BETTER LIFESTYLE	
Registration Number:	4133153	LIVING A BETTER LIFESTYLE	
Registration Number:	4009412	LBL INSURANCE SERVICES	
Registration Number:	4340350	THE ESSENTIAL C.A.R.E. PROCESS	
Registration Number:	2594230	THE LBL GROUP	
Registration Number:	2597727	LBL	
Registration Number:	2658502	THE LBL GROUP	
Registration Number:	2597728	LBL	
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-LBL-344763		
NAME OF SUBMITTER:	Timothy E. Eagle		

CH \$215.00 4296166

SIGNATURE:	/Timothy E. Eagle/
DATE SIGNED:	04/22/2016
Total Attachments: 4 source=Acrisure Trademark Assignment for LBL#page1.tif source=Acrisure Trademark Assignment for LBL#page2.tif source=Acrisure Trademark Assignment for LBL#page3.tif source=Acrisure Trademark Assignment for LBL#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, L.B.L. Insurance Services, Inc., a California corporation d/b/a The LBL Group, whose address is 4281 Katella Avenue, Suite 221, Los Alamitos, California 90720 ("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 registered address is 601 Abbot Road, East Lansing, MI 48823 ("Assignee").

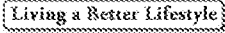
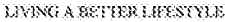
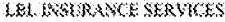

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to 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 April 2016.

**L.B.L. INSURANCE SERVICES, INC. d/b/a
THE LBL GROUP**
A California corporation

By: 
Larry M. Lambert, Chief Executive Officer

SCHEDULE A

Citation	Image	Status	Goods and Services	Owner
<p>LIVING A BETTER LIFESTYLE</p> <p>Cross References: LIVING A BETTER LIFE STYLE</p> <p>U.S. Reg. No. 4,296,166</p>		Registered	<p>INT. CL. 44 HEALTH CARE SERVICES, NAMELY, WELLNESS PROGRAMS</p>	<p>L.B.L. INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720</p>
<p>LIVING A BETTER LIFESTYLE</p> <p>Cross References: LIVING A BETTER LIFE STYLE</p> <p>U.S. Reg. No. 4,133,153</p>		Registered	<p>INT. CL. 44 HEALTH CARE SERVICES; NAMELY, WELLNESS PROGRAMS</p>	<p>L.B.L. INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720</p>
<p>LBL INSURANCE SERVICES</p> <p>U.S. Reg. No. 4,009,412</p>		Registered	<p>INT. CL. 36 FINANCIAL MANAGEMENT; ESTATE PLANNING; FINANCIAL PLANNING; FINANCIAL PLANNING IN THE FIELD OF CHARITABLE CONTRIBUTIONS; FINANCIAL PLANNING FOR RETIREMENT; FINANCIAL PORTFOLIO AND INVESTMENT MANAGEMENT; FINANCIAL RESEARCH; FINANCIAL SERVICES IN THE NATURE OF INVESTMENT SECURITY; INSURANCE UNDERWRITING IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, DENTAL, VISION, LIFE, DISABILITY, CANCER AND LONG TERM CARE</p>	<p>L.B.L. INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720</p>
<p>THE ESSENTIAL C.A.R.E. PROCESS</p> <p>Cross References: THE ESSENTIAL CARE PROCESS</p> <p>U.S. Reg. No. 4,340,350</p>		Registered	<p>INT. CL. 35 CONSULTING SERVICES IN THE FIELD OF HUMAN RESOURCES DEVELOPMENT, NAMELY, FOR THE PROMOTION OF EMPLOYEE RETENTION, CAREER GROWTH, AND INCREASED PRODUCTIVITY FOR EMPLOYEES AND EMPLOYERS</p> <p>INT. CL. 36 FINANCIAL ADVICE AND</p>	<p>L.B.L. INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720</p>

			CONSULTANCY SERVICES REGARDING WEALTH MANAGEMENT, PENSION PLANS, IRA PLANS, 401K PLANS, 403(B) PLANS, ASSET ALLOCATIONS STRATEGIES AND ACCOUNT AGGREGATION	
THE LBL GROUP U.S. Reg. No. 2,594,230		Renewed (Registered)	INT. CL. 36 FINANCIAL MANAGEMENT; ESTATE PLANNING; FINANCIAL PLANNING; FINANCIAL PLANNING IN THE FIELD OF CHARITABLE CONTRIBUTIONS; RETIREMENT PLANNING; FINANCIAL PORTFOLIO AND INVESTMENT MANAGEMENT; FINANCIAL RESEARCH; FINANCIAL SERVICES IN THE NATURE OF INVESTMENT SECURITY; INSURANCE UNDERWRITING IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, DENTAL, VISION, LIFE, DISABILITY, CANCER AND LONG TERM CARE	LBL INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720
LBL U.S. Reg. No. 2,597,727		Renewed (Registered)	INT. CL. 36 FINANCIAL MANAGEMENT; ESTATE PLANNING; FINANCIAL PLANNING; FINANCIAL PLANNING IN THE FIELD OF CHARITABLE CONTRIBUTIONS; RETIREMENT PLANNING; FINANCIAL PORTFOLIO AND INVESTMENT MANAGEMENT; FINANCIAL RESEARCH; FINANCIAL SERVICES IN THE NATURE OF INVESTMENT SECURITY; INSURANCE UNDERWRITING IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, DENTAL, VISION, LIFE, DISABILITY, CANCER AND LONG TERM CARE	LBL INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720
THE LBL GROUP		Renewed (Registered)	INT. CL. 200 INDICATING MEMBERSHIP IN AN	LBL INSURANCE SERVICES, INC. CALIFORNIA CORPORATION

U.S. Reg. No.2,658,502		Collective membership	ASSOCIATION OF INSURANCE AND FINANCIAL SERVICES PROVIDERS	4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720
LBL U.S. Reg. No. 2,597,728		Renewed (Registered)	INT. CL. 36 FINANCIAL MANAGEMENT; ESTATE PLANNING; FINANCIAL PLANNING; FINANCIAL PLANNING IN THE FIELD OF CHARITABLE CONTRIBUTIONS; RETIREMENT PLANNING; FINANCIAL PORTFOLIO AND INVESTMENT MANAGEMENT; FINANCIAL RESEARCH; FINANCIAL SERVICES IN THE NATURE OF INVESTMENT SECURITY; INSURANCE UNDERWRITING IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, DENTAL, VISION, LIFE, DISABILITY, CANCER AND LONG TERM CARE	LBL INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720