

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM381618

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Eldercare Insurance Services, Inc.		04/01/2016	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acrisure of California, LLC		
<b>Street Address:</b>	601 Abbot Road		
<b>City:</b>	East Lansing		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48823		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3099611	ECI	
<b>Registration Number:</b>	2820763	ECI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	616-336-6000		
<b>Email:</b>	trademarks@varnumlaw.com		
<b>Correspondent Name:</b>	Timothy E. Eagle		
<b>Address Line 1:</b>	333 Bridge Street, P.O. Box 352		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>ATTORNEY DOCKET NUMBER:</b>	ACRISURE-ECI-344763		
<b>NAME OF SUBMITTER:</b>	Timothy E. Eagle		
<b>SIGNATURE:</b>	/Timothy E. Eagle/		
<b>DATE SIGNED:</b>	04/22/2016		
<b>Total Attachments: 2</b>			
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source=Acrisure Trademark Assignment for Eldercare#page2.tif			

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## TRADEMARK ASSIGNMENT

WHEREAS, Eldercare Insurance Services, Inc., a California corporation, whose address is 3631 South Harbor Boulevard Suite 200, Santa Ana, CA 92704 ("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.

**ELDERCARE INSURANCE SERVICES, INC.**  
A California corporation

By:

  
Larry M. Lambert, Chief Executive Officer

## SCHEDULE A

Citation	Image	Status	Goods and Services	Owner
ECI  U.S. Reg. No. 3,099,611		Registered	<b>INT. CL. 36</b> FINANCIAL SERVICES, NAMELY, ESTATE PLANNING, TRUST REVIEW, ANNUITY PLANNING, ASSET PRESERVATION PLANNING, CHARITABLE CONTRIBUTIONS PLANNING, RETIREMENT PLANNING; INSURANCE UNDERWRITING SERVICES IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, LIFE, DISABILITY, AND LONG TERM CARE	ELDERCARE INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720
ECI  U.S. Reg. No. 2,820,763		Renewed (Registered)	<b>INT. CL. 36</b> FINANCIAL SERVICES, NAMELY, ESTATE PLANNING, TRUST REVIEW, ANNUITY PLANNING, ASSET PRESERVATION PLANNING, CHARITABLE CONTRIBUTIONS PLANNING, RETIREMENT PLANNING; INSURANCE UNDERWRITING SERVICES IN THE FIELD OF GROUP, INDIVIDUAL, AND VOLUNTARY BENEFITS PLANS, NAMELY, MEDICAL, LIFE, DISABILITY, AND LONG TERM CARE	ELDERCARE INSURANCE SERVICES, INC. CALIFORNIA CORPORATION 4281 KATELLA AVENUE, SUITE 221 LOS ALAMITOS, CALIFORNIA, 90720