

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM386739

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Allen Lawrence & Associates, Inc.		06/01/2016	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: 1			
Property Type	Number	Word Mark	
Registration Number:	3475472	ALLEN LAWRENCE & ASSOCIATES, INC. INSURA	
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		
NAME OF SUBMITTER:	Timothy E. Eagle		
SIGNATURE:	/Timothy E. Eagle/		
DATE SIGNED:	06/06/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Allen Lawrence & Associates, Inc., a California corporation, with an address of 7033 Owensmouth Avenue, Canoga Park, California 91303 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark").

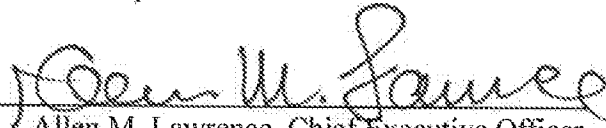
WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark by virtue of its use in commerce, to Acrisure of California, LLC, a Michigan limited liability company, with a registered address of 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 Trademark, 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 June, 2016.

ALLEN LAWRENCE & ASSOCIATES, INC.,
a California corporation

By:


Allen M. Lawrence, Chief Executive Officer

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SCHEDULE A

OWNER	REGISTRATION NUMBER	TRADEMARK
Allen Lawrence & Associates, Inc., a California corporation	U.S. Reg. No. 3,475,472	ALLEN LAWRENCE & ASSOCIATES, INC. INSURANCE BROKERS