

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM391151

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900368095		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Security First Insurance, Inc. d/b/a Security First Insurance Group		06/01/2016	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	601 Abbot Road		
City:	East Lansing		
State/Country:	MICHIGAN		
Postal Code:	48823		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3582967	SECURITY FIRST INSURANCE GROUP	
Registration Number:	2858892	WORKSITE PLUS	
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 T41US/T42US		
NAME OF SUBMITTER:	Timothy E. Eagle		
SIGNATURE:	/Timothy E. Eagle/		
DATE SIGNED:	07/12/2016		
Total Attachments: 2			
source=Acrisure re Security First Assignment#page1.tif			

TRADEMARK ASSIGNMENT

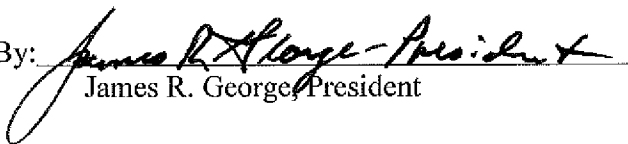
WHEREAS, Security First Insurance, Inc., a Connecticut corporation d/b/a Security First Insurance Group, whose address is 255 Bank Street, Third Floor, Waterbury, Connecticut 06722 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademarks listed on the attached 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 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.

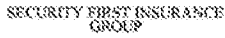
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 1st day of June, 2016.

SECURITY FIRST INSURANCE, INC.,
a Connecticut corporation

By:  President
James R. George, President

10485492

SCHEDULE A

Citation	Image	Status	Goods and Services	Owner
SECURITY FIRST INSURANCE GROUP Cross References: SECURITY 1ST INSURANCE GROUP U.S. Reg. No. 3,582,967		Registered	INT. CL. 36 INSURANCE AGENCY SERVICES IN THE FIELD OF PROPERTY, CASUALTY, LIFE AND HEALTH INSURANCE	SECURITY FIRST INSURANCE, INC. CONNECTICUT CORPORATION 255 BANK STREET WATERBURY, CONNECTICUT, 06722
WORKSITE PLUS Cross References: WORK SITE PLUS U.S. Reg. No. 2,858,892		Renewed (Registered)	INT. CL. 36 ADMINISTRATION OF EMPLOYEE BENEFIT PLANS	SECURITY FIRST INSURANCE, INC. CONNECTICUT CORPORATION 255 BANK STREET WATERBURY, CONNECTICUT, 06702