

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401737

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crain Management Services Inc.		08/26/2016	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Business Insurance Holdings, LLC		
Also Known As:	Business Insurance		
Street Address:	4100 S. Hospital Drive		
City:	Plantation		
State/Country:	FLORIDA		
Postal Code:	33317		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1627034	BUSINESS INSURANCE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-724-2345		
Email:	adam.potter@businessinsurance.com		
Correspondent Name:	Adam Potter		
Address Line 1:	4100 S. Hospital Drive, Ste 209		
Address Line 4:	Plantation, FLORIDA 33317		
NAME OF SUBMITTER:	Adam Potter		
SIGNATURE:	/adam potter/		
DATE SIGNED:	10/12/2016		
Total Attachments: 1			
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OP \$40.00 1627034

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("Assignment") is made this 26th day of August, 2016 ("Effective Date") by Crain Management Services Inc., a Michigan corporation ("Assignor") and in favor of Business Insurance Holdings, LLC, a Florida Limited Liability Corporation ("Assignee").

WHEREAS, Assignor is the owner of certain right, title and interest in and to the trademarks and trademark registrations identified on Schedule A attached hereto (the "Marks"); and

WHEREAS, Assignor and Assignee are parties to an agreement whereby Assignor has agreed to transfer all of its rights and interests in the Marks to Assignee; and

WHEREAS, Assignor desires the records of the U.S. Patent and Trademark Office to reflect that the Marks, together with all rights and interests thereof in and all associated goodwill, be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee the exclusive right, title and interest in and to the Marks and the use thereof throughout the world, together with the goodwill pertaining to the Marks.

Assignee shall be solely responsible for preparing and filing all additional documentation (including but not limited to the execution and delivery of any and all affidavits, declarations, oaths, assignments and powers of attorney) as may be required to perfect or record the assignments of the Marks with the United States Patent and Trademark Office. Assignor agrees to provide Assignee cooperation and assistance at Assignee's reasonable request and expense in the implementation or perfection of this Assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, by its duly authorized officer effective this 26th day of August, 2016.

Crain Management Services Inc

DocuSigned by:
By: William A. Morrow
Name: William A. Morrow
Title: Senior Exec. Vice President

Schedule A - The Marks

The federal trademark and name "Business Insurance", registration number 1627034, all goodwill appurtenant thereto and all rights or causes of action with regard to past or future infringements thereof.