

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406051

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J.C. Taylor Antique Automobile Insurance, Inc.		10/01/2016	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	5664 Prairie Creek Drive		
City:	Caledonia		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2504143	DRIVE THROUGH TIME WITH PEACE OF MIND	
Registration Number:	4213267	J.C. TAYLOR INSURANCE	
Registration Number:	2571139	J.C. TAYLOR	
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:	11/18/2016		
Total Attachments: 2			
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CH \$90.00 2504143

TRADEMARK ASSIGNMENT

WHEREAS, J.C. Taylor Antique Automobile Insurance, Inc., a Pennsylvania corporation, whose address is 320 South 69th Street, Upper Darby, PA 19082 ("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").

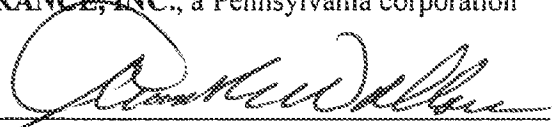
WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademarks by virtue of its use in commerce, to Acrisure, LLC, a Michigan limited liability company, whose registered address is 5664 Prairie Creek Drive SE, Caledonia, Michigan 49316 ("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 October, 2016.

**J.C. TAYLOR ANTIQUE AUTOMOBILE
INSURANCE, INC.**, a Pennsylvania corporation

By: _____


Robert E. Wallace, President

SCHEDULE A

Citation	Image	Application Number	Status	Goods and Services	Owner
DRIVE THROUGH TIME WITH PEACE OF MIND		App 76167561 Reg 2504143	Active	INT. CL. 36 INSURANCE AGENCY SERVICES FEATURING PROPERTY AND CASUALTY INSURANCE	J.C. Taylor Antique Automobile Agency, Inc.
J.C. TAYLOR INSURANCE		App 85525079 Reg 4213267	Active	INT. CL. 36 INSURANCE AGENCIES IN THE FIELD OF PROPERTY, CASUALTY AND AUTOMOBILE INSURANCE; INSURANCE AGENCY AND BROKERAGE	J.C. Taylor Antique Automobile Agency, Inc.
J.C. TAYLOR		App 76173801 Reg 2571139	Active	INT. CL. 36 INSURANCE AGENCY SERVICES FEATURING PROPERTY AND CASUALTY INSURANCE	J.C. Taylor Antique Automobile Agency, Inc.