

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM406654

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Trademark Release (Reel:5796/ Frame:0678)		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMorgan Chase Bank, N.A., as Administrative Agent		11/22/2016	Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acrisure of California, LLC		
<b>Street Address:</b>	5664 Prairie Creek Drive SE		
<b>City:</b>	Caledonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49316		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4296166	LIVING A BETTER LIFESTYLE	
<b>Registration Number:</b>	4133153	LIVING A BETTER LIFESTYLE	
<b>Registration Number:</b>	4009412	LBL INSURANCE SERVICES	
<b>Registration Number:</b>	4340350	THE ESSENTIAL C.A.R.E. PROCESS	
<b>Registration Number:</b>	2594230	THE LBL GROUP	
<b>Registration Number:</b>	2597727	LBL	
<b>Registration Number:</b>	2658502	THE LBL GROUP	
<b>Registration Number:</b>	2597728	LBL	
<b>Registration Number:</b>	3099611	ECI	
<b>Registration Number:</b>	2820763	ECI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	80091442		
<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>	614-280-3568		
<b>Email:</b>	John.Salvage@wolterskluwer.com		
<b>Correspondent Name:</b>	CT Corporation System		
<b>Address Line 1:</b>	4400 Easton Commons Way		
<b>Address Line 2:</b>	Suite 125		

OP \$265.00 4296166

<b>Address Line 4:</b>	Columbus, OHIO 43219
<b>NAME OF SUBMITTER:</b>	Ken Tan
<b>SIGNATURE:</b>	/Ken Tan/
<b>DATE SIGNED:</b>	11/28/2016
<b>Total Attachments: 4</b> source=TM5#page1.tif source=TM5#page2.tif source=TM5#page3.tif source=TM5#page4.tif	

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

JPMorgan Chase Bank, N.A., as Administrative Agent

- Individual(s)
- Partnership
- Corporation- State: \_\_\_\_\_
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) USA

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance/Execution Date(s) :**

Execution Date(s) November 22, 2016

- Assignment
- Security Agreement
- Other Trademark Release (Reel:5796/ Frame:0678)
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Acrisure of California, LLC

Street Address: 5664 Prairie Creek Drive SE

City: Caledonia

State: Michigan

Country: USA Zip: 49316

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other Limited Liability Company Citizenship Michigan

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) \_\_\_\_\_ Text \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

See Schedule A

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Ken Tan, Legal Assistant

Internal Address: \_\_\_\_\_

Street Address: c/o Cahill Gordon & Reindel LLP  
80 Pine Street

City: New York

State: New York Zip: 10005

Phone Number: (212) 701-3804

Docket Number: 57320.0977

Email Address: KTan@cahill.com

**6. Total number of applications and registrations involved:** 10

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ \_\_\_\_\_

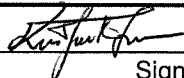
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:** \_\_\_\_\_



Signature

Ken Tan

Name of Person Signing

11/23/2016

Date

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK**  
**REEL: 005928 FRAME: 0232**

## RELEASE OF FIRST LIEN TRADEMARK SECURITY AGREEMENT

This RELEASE, dated as of November 22, 2016 (“**Release**”), is granted by JPMORGAN CHASE BANK, N.A., acting in its capacity as administrative agent (in such capacity, the “**Administrative Agent**”) to ACRISURE OF CALIFORNIA, LLC, a Michigan limited liability company (the “**Debtor**”). Capitalized terms used but not otherwise defined herein shall have the meaning set forth in the Trademark Security Agreement (as defined below).

WHEREAS, pursuant to the First Lien Security Agreement, dated as of May 19, 2015 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”), the Debtor executed and delivered to the Administrative Agent the Trademark Security Agreement, dated as of May 12, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Trademark Security Agreement**”);

WHEREAS, pursuant to the Trademark Security Agreement, the Debtor pledged and granted to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under the Trademark Collateral;

WHEREAS, the Trademark Security Agreement was recorded in the United States Patent and Trademark Office on May 19, 2016, at Reel 5796, Frame 0678;

WHEREAS, the Debtor has requested, and the Administrative Agent has agreed, to provide a document suitable for recording in the United States Patent and Trademark Office releasing its lien on and security interest in the Trademark Collateral, including the Trademarks listed on Schedule A attached hereto (the “**Released Collateral**”).

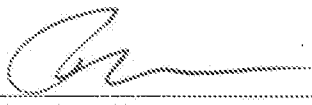
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Administrative Agent does hereby, in each case, without recourse, representation or warranty of any kind whatsoever, (a) terminate the liens and security interest created under the Trademark Security Agreement in the Released Collateral, (b) discharge and release its security interest in the Released Collateral, and (c) reassign any and all rights, title and interest it has in the Released Collateral to the Debtor. The Administrative Agent agrees to make filings with the United States Patent and Trademark Office and take further actions, in each case as reasonably requested by the Debtor and at the sole expense of the Debtor, to evidence the release and termination of the Administrative Agent’s security interests in the Released Collateral.

THIS RELEASE SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK AND SHALL BE BINDING UPON THE DEBTOR’S AND THE ADMINISTRATIVE AGENT’S REPRESENTATIVES, SUCCESSORS, ASSIGNS AND TRANSFEREES.

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Administrative Agent:

JPMORGAN CHASE BANK, N.A.

By: 

Name: Timothy Rettberg

Title: Senior Underwriter

[Signature Page to Release of First Lien Trademark Security Agreement]

**TRADEMARK**  
**REEL: 005928 FRAME: 0234**

**SCHEDULE A**

**Trademark Collateral**

**Registrations:**

<b>Owner</b>	<b>Registration #</b>	<b>Trademark</b>
Acrisure of California, LLC	4,296,166	LIVING A BETTER LIFESTYLE
Acrisure of California, LLC	4,133,153	LIVING A BETTER LIFESTYLE
Acrisure of California, LLC	4,009,412	LBL INSURANCE SERVICES
Acrisure of California, LLC	4,340,350	THE ESSENTIAL C.A.R.E. PROCESS
Acrisure of California, LLC	2,594,230	THE LBL GROUP
Acrisure of California, LLC	2,597,727	LBL
Acrisure of California, LLC	2,658,502	THE LBL GROUP
Acrisure of California, LLC	2,597,728	LBL
Acrisure of California, LLC	3,099,611	ECI
Acrisure of California, LLC	2,820,763	ECI

**Applications:**

None.