

11/23/2016

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406055

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Benefits Exchange Alliance, Inc.		10/01/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Acrisure, LLC - Acrisure of California, LLC 11-28-16		
Street Address:	5664 Prairie Creek SE		
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:	4480432	BXA TRUSTED ADVISORS BENEFITS EXCHANGE A	
Serial Number:	86672057	MATCHING PEOPLE WITH BENEFITS	
Serial Number:	86672073	BENEFITSMATCHMAKING	
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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TRADEMARK ASSIGNMENT

WHEREAS, Benefits Exchange Alliance, Inc., a California corporation d/b/a BXA Insurance Services, whose address is 23716 Birtcher Drive, Lake Forest, California 92630 ("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 of California, 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.

BENEFITS EXCHANGE ALLIANCE, INC.,
a California corporation

By: 

Adam R. DeVone, Chairman

SCHEDULE A

Citation	Image	Status	Goods and Services	Owner
BXA TRUSTED ADVISORS BENEFITS EXCHANGE ALLIANCE U.S. Reg. No. 4,480,432	 BENEFITS EXCHANGE ALLIANCE	Registered	INT. CL. 36 Insurance brokerage and consultation services	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23696 Birtcher Drive Lake Forest CALIFORNIA 92630
MATCHING PEOPLE WITH BENEFITS Serial Number 86,672,057	MATCHING PEOPLE WITH BENEFITS	Filed June 23, 2015; Published for Opposition March 15, 2016	INT. CL. 36 Insurance brokerage technology services related to health, dental, life and human resource services for individual, group and company sponsored plans, namely, providing web- based online database services in the field of insurance brokerages; Insurance brokerage consulting services related to health, dental, life and human resource services for individual, group and company sponsored plans	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23716 Birtcher Drive Lake Forest CALIFORNIA 92630 (Applicant)
BENEFITSMATCHMAKING Serial Number 85,950,751	BENEFITSMATCHMAKING	Filed June 23, 2015; Published for Opposition March 15, 2016	INT. CL. 36 Insurance brokerage technology services related to health, dental, life and human resource services for individual, group and company sponsored plans, namely, providing web- based online database services in the field of insurance brokerages; Insurance brokerage consulting services related to health, dental, life and human resource services for individual, group and company sponsored plans	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23716 Birtcher Drive Lake Forest CALIFORNIA 92630 (Applicant)