

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM407909

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hays Group, Inc.		11/30/2016	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Alliant Insurance Services, Inc.		
Street Address:	701 B Street		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92101		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3448458	BOARDROOM PLUS	
CORRESPONDENCE DATA			
Fax Number:	6124927306		
<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:	6124927306		
Email:	ip@fredlaw.com		
Correspondent Name:	John Pickerill		
Address Line 1:	Suite 4000, 200 South 6th Street		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	John Pickerill		
SIGNATURE:	/John Pickerill/		
DATE SIGNED:	12/06/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by and between **The Hays Group, Inc.**, a Minnesota corporation with a principal place of business at 80 South Eighth Street, Minneapolis, MN 55402 (hereinafter "Assignor") and **Alliant Insurance Services, Inc.**, a Delaware corporation with a principal place of business at 701 B Street, San Diego, CA 92101 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademark and the associated trademark registration set forth on Schedule A attached hereto (hereinafter the "Mark").

WHEREAS, Assignee desires to acquire the Mark and the goodwill of the business associated therewith from Assignor and Assignor wishes to assign such Mark and associated goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark for the United States and throughout the world, together with the goodwill of the business associated therewith. This Assignment includes all rights in the nature of trademark, service mark and trade name rights, as well as the right to sue for past infringement by any third party.

Assignor agrees to execute and deliver at the request of Assignee without further consideration, all documents, instruments and assignments that Assignee may require in order to effect and/or evidence all right, title and interest in and to the Mark in Assignee.

THE HAYS GROUP, INC.

By: James C. Hays
Name: James C. Hays
Title: Chairman & CEO

SCHEDULE "A"
TRADEMARKS

Registration Number	Registration Date	Mark	Status
3448458	6/17/2008	BOARDROOM PLUS	Registered