

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM432140

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Life/Disability Administrative Consultants, Inc.		01/01/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	601 Abbot Road		
City:	East Lansing		
State/Country:	MICHIGAN		
Postal Code:	48823		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3771069	LIDAC	
Registration Number:	5172219	EMPLOYER CHOICE	
Registration Number:	5172220	EMPLOYEE CHOICE	
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:	06/22/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Life/Disability Administrative Consultants, Inc., a New York corporation d/b/a LiDAC, whose address is 1010 Northern Blvd., Suite 324, Great Neck, New York 11021 ("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 601 Abbot Road, East Lansing, MI 48823 ("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 January, 2017.

**LIFE/DISABILITY ADMINISTRATIVE
CONSULTANTS, INC.**
a New York corporation

By: 

Dominick A. Capolarello, President

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SCHEDULE A

Citation	Image	Status	Goods and Services	Owner
<p>LFE/DISABILITY ADMINISTRATIVE CONSULTANTS INC.</p> <p>Cross References:</p> <p>U.S. Reg. No. 3,771,069</p>	LIDAC	Registered	<p>INT. CLS. 36 and 42 INSURANCE BROKERAGE SERVICES AND ON-LINE INSURANCE BROKERAGE SERVICES; INSURANCE CONSULTATION IN THE FIELD OF EMPLOYEE BENEFITS INCLUDING THE DESIGN, FUNDING, COMMUNICATION, ADMINISTRATION AND OVERALL MANAGEMENT OF GROUP BENEFIT PLANS. COMPUTER SERVICES, NAMELY, PROVIDING AN INTERACTIVE WEB SITE THAT ENABLES SUBSCRIBERS TO MANAGE, ADMINISTER, MODIFY AND CONTROL DATA REGARDING THEIR EMPLOYEE BENEFIT PLANS.</p>	<p>LIFE/DISABILITY ADMINISTRATIVE CONSULTANTS, INC., A NEW YORK CORPORATION</p> <p>1010 NORTHERN BLVD SUITE 324 GREAT NECK, NEW YORK, 11021</p>
<p>Life/Disability Administrative Consultants, Inc.</p> <p>Cross References:</p> <p>U.S. Reg. No. 5,172,219</p>	Employer Choice	Registered	<p>INT. CL. 42 Computer services, namely, hosting an interactive web site that allows subscribers to manage, administer, modify and control data regarding their employee benefit plans</p>	<p>LIFE/DISABILITY ADMINISTRATIVE CONSULTANTS, INC., A NEW YORK CORPORATION</p> <p>1010 NORTHERN BLVD SUITE 324 GREAT NECK, NEW YORK, 11021</p>
<p>Life/Disability Administrative Consultants, Inc.</p> <p>Cross References:</p> <p>U.S. Reg. No. 5,172,220</p>	Employee Choice	Registered	<p>INT. CL. 42 Computer services, namely, hosting an interactive web site that allows subscribers to manage, administer, modify and control data regarding their employee benefit plans</p>	<p>LIFE/DISABILITY ADMINISTRATIVE CONSULTANTS, INC., A NEW YORK CORPORATION</p> <p>1010 NORTHERN BLVD SUITE 324 GREAT NECK, NEW YORK, 11021</p>