

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM439717

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/16/2014		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Assurant, Inc.		08/14/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	American Reliable Insurance Company		
Street Address:	8655 East Via de Ventura		
Internal Address:	Suite E200		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85258		
Entity Type:	Corporation: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3679028	I · RELI	
CORRESPONDENCE DATA			
Fax Number:	6128775999		
<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:	612-877-5443		
Email:	ipmsd@lawmoss.com		
Correspondent Name:	MARSHA STOLT, MOSS & BARNETT, PA		
Address Line 1:	150 South Fifth Street		
Address Line 2:	Suite 1200		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Marsha Stolt		
SIGNATURE:	/MS/		
DATE SIGNED:	08/17/2017		
Total Attachments: 2			
source=Assignment from Assurant, Inc. to American Reliable Insurance Company#page1.tif			
source=Assignment from Assurant, Inc. to American Reliable Insurance Company#page2.tif			

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, having an effective date of October 16, 2014, is made by and between Assurant, Inc., a corporation organized under the laws of the State of Delaware, having a place of business at 28 Liberty Street, New York, NY 10005 (“Assignor”), and American Reliable Insurance Company, a corporation organized under the laws of the State of Arizona, having a place of business at 8655 East Via de Ventura, Suite E200, Scottsdale, AZ 85258 (“Assignee”).

WHEREAS, Assignor has adopted, owned and used the mark IRELI & DESIGN, and has applied for and obtained registration of the Mark in the United States under Reg. No. 3,679,028, issued September 8, 2009 (the “Mark”); and

WHEREAS, as of October 16, 2014 it was the intention of the parties that Assignor would assign to Assignee all right, title and interest in the Mark.

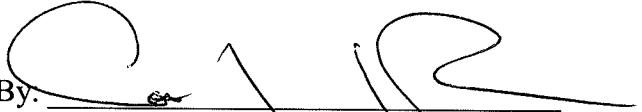
NOW, THEREFORE, in order to effect that intent, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees that Assignor assigned unto Assignee nunc pro tunc effective as of October 16, 2014, all right, title and interest in the Mark throughout the world, including any registrations thereof, together with all goodwill associated with the use of the Mark, along with the right to all causes of action and rights of recovery for past infringement of the Mark.

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument on the dates indicated below.

ASSIGNOR:

Assurant, Inc.

Date: 8-14-2017

By: 

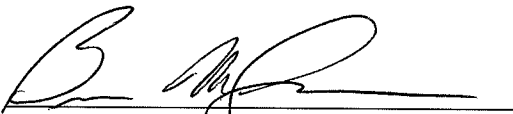
Name: Catherine Janik

Title: Vice President, Managing Attorney

ASSIGNEE:

American Reliable Insurance Company

Date: 8-10-17

By: 

Name: Brian M. Jones

Title: Assistant Vice President &
Assistant General Counsel

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