

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470282

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|---|--|------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Relph Benefit Advisors, LLC | | 03/08/2018 | Limited Liability Company: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Robert G. Relph Agency, Inc. | | |
| Street Address: | 400 WillowBrook Office Park | | |
| Internal Address: | Suite 400 | | |
| City: | Fairport | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 14450 | | |
| Entity Type: | Corporation: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4095668 | RELPH BENEFIT ADVISORS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2166214072 | | |
| <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: | 216-621-2234 | | |
| Email: | rkline@tarolli.com | | |
| Correspondent Name: | Tarolli, Sundheim, Covell & Tummino LLP | | |
| Address Line 1: | 1300 East Ninth St. #1700 | | |
| Address Line 4: | Cleveland, OHIO 44114 | | |
| NAME OF SUBMITTER: | John A. Yirga | | |
| SIGNATURE: | /John A. Yirga/ | | |
| DATE SIGNED: | 04/18/2018 | | |
| Total Attachments: 2 | | | |
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| source=Assignment#page2.tif | | | |

OP \$40.00 4095668

ASSIGNMENT OF SERVICE MARK AND ASSOCIATED GOODWILL

THIS ASSIGNMENT is made this 8 day of March 2018 between Relph Benefit Advisors, LLC, a New York Limited Liability Company having a principal place of business at 400 WillowBrook Office Park, Ste. 400, Fairport, NY 14450 (hereinafter "ASSIGNOR") and Robert G. Relph Agency, Inc. a domestic business corporation organized under the laws of the State of New York and having a place of business at 400 WillowBrook Office Park, Ste. 400, Fairport, NY 14450 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR has used and adopted U.S. Federal Service Mark Registration Number 4,095,568 for the mark RELPH BENEFIT ADVISORS that registered on February 7, 2012 for all services listed thereon (hereinafter "Service Mark");

WHEREAS, ASSIGNOR is the owner of said Service Mark and all rights associated therewith, including all goodwill associated with said Service Mark, the right to sue for past infringement of said Service Mark, and all common law rights for usage of the Service Mark RELPH BENEFIT ADVISORS in connection with, including but not limited to, insurance administration, namely providing insurance plans for employers (hereinafter "Common Law Rights");

WHEREAS, ASSIGNOR wishes to assign, transfer, and convey to ASSIGNEE all rights, title, and interest in and to said Service Mark owned by ASSIGNOR, including all the goodwill associated with said Service Mark, the right to sue for past infringement of said Service Mark, and said Common Law Rights;

WHEREAS, ASSIGNEE wishes to acquire all of ASSIGNOR'S rights, title, and interest in and to said Service Mark, including all the goodwill associated with said Service Mark, the right to sue for past infringement of said Service Mark, and said Common Law Rights.

NOW THEREFORE, in consideration of the compensation in an amount agreed to by ASSIGNOR and ASSIGNEE and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers, and conveys to ASSIGNEE all rights, title, and interest in and to said Service Mark owned by ASSIGNOR, including all of said Common Law rights and further including all goodwill associated with said Service Mark and including the goodwill of the business, which is symbolized by said Service Mark, and additionally including the right to sue and recover for damages, injunctive relief, and all other remedies available for past infringements of said Service Mark. The above WHEREAS clauses are acknowledged and agreed to by the parties and incorporated herein in their entireties of the Assignment for all purposes.

Assignor: Relph Benefit Advisors, LLC

By: John Bartholf, Executive Vice President of
Relph Benefit Advisors, LLC

Signature: [Handwritten Signature]

Date: 3/8/18

State of New York) SS:
County of: Monroe

On this, the 8 day of March 2018, before me a notary public, the undersigned officer, personally appeared John Bartholf, known to me to be the person whose name is subscribed above, and acknowledged that he executed the same for the purposes therein contained.

In witness hereof, I hereunto set my hand and official seal

[Handwritten Signature: Cheryl A. Rotoli]

CHERYL A. ROTOLI
NOTARY PUBLIC-STATE OF NEW YORK
No. 01RO5047736
Qualified in Monroe County
My Commission Expires August 07, 2021

Assignee: Robert G. Relph Agency, Inc

By: John Bartholf, Executive Vice President of
Robert G. Relph Agency, Inc

Signature: [Handwritten Signature]

Date: 3/8/18

State of New York) SS:
County of: Monroe

On this, the 8 day of March 2018, before me a notary public, the undersigned officer, personally appeared John Bartholf, known to me to be the person whose name is subscribed above, and acknowledged that she executed the same for the purposes therein contained.

In witness hereof, I hereunto set my hand and official seal

[Handwritten Signature: Cheryl A. Rotoli]

CHERYL A. ROTOLI
NOTARY PUBLIC-STATE OF NEW YORK
No. 01RO5047736
Qualified in Monroe County
My Commission Expires August 07, 2021