

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM502614

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Gulfshore Insurance, Inc.		12/01/2018	Corporation: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acrisure, LLC		
<b>Street Address:</b>	601 Abbot Road		
<b>City:</b>	East Lansing		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48823		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5103024	GULFSHORE INSURANCE	
<b>Registration Number:</b>	5103025	GULFSHORE INSURANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6163366000		
<b>Email:</b>	trademarks@varnumlaw.com		
<b>Correspondent Name:</b>	Timothy E. Eagle		
<b>Address Line 1:</b>	333 Bridge Street, P.O. Box 352		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>NAME OF SUBMITTER:</b>	Timothy E. Eagle		
<b>SIGNATURE:</b>	/Timothy E. Eagle/		
<b>DATE SIGNED:</b>	12/19/2018		
<b>Total Attachments: 4</b>			
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**TRADEMARK ASSIGNMENT**


WHEREAS, Gulfshore Insurance, Inc., a Florida corporation, whose address is 4100 Goodlette Road North, Naples, Florida 34103 ("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 December, 2018.


**GULFSHORE INSURANCE, INC.,**  
a Florida corporation

By:   
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Bradley A. Havemeier, President

14342062

## SCHEDULE A

Citation	Image	Application/ Registration Number	Status	Goods and Services	Owner Name
GULFSHORE INSURANCE	GULFSHORE INSURANCE	App 86779718 Reg 5103024	Registered	<p><b>INT. CL. 36</b> INSURANCE SERVICES, NAMELY, UNDERWRITING OF INSURANCE IN THE FIELD OF PROPERTY, CASUALTY, LIFE, HEALTH AND ACCIDENT INSURANCE; INSURANCE BROKERAGE; INSURANCE AGENCY; INSURANCE CLAIMS ADMINISTRATION; INSURANCE CONSULTATION; INSURANCE MANAGEMENT IN THE NATURE OF LOSS MANAGEMENT FOR OTHERS; INSURANCE BROKERAGE AND UNDERWRITING SERVICES FOR AUTOMOBILES, MOTORCYCLES, HOMEOWNERS, RENTERS, CONDOMINIUMS, COMMERCIAL PROPERTIES, OVERSEAS TRAVEL, FLOODS AND BOAT; PROVIDING INSURANCE BROKERAGE AND UNDERWRITING SERVICES FOR AUTOMOBILES, MOTORCYCLES, HOMEOWNERS, RENTERS, CONDOMINIUMS, MOBILE HOMES, COMMERCIAL PROPERTIES, OVERSEAS TRAVEL, FLOODS AND BOATS VIA A GLOBAL COMMUNICATIONS NETWORK; INSURANCE UNDERWRITING AND BROKERAGE IN THE FIELD OF AUTOMOBILE COLLISION, COMPREHENSIVE AND LIABILITY INSURANCE; INSURANCE UNDERWRITING AND BROKERAGE IN THE FIELDS OF BOAT OWNERS INSURANCE, FIRE AND HOME OWNERS INSURANCE, MORTGAGE CANCELLATION INSURANCE, LIFE, HOSPITALIZATION, SICKNESS AND ACCIDENT INSURANCE; WRITING AND UNDERWRITING INSURANCE IN THE FIELDS OF PROPERTY, LIABILITY, LIFE AND CASUALTY AND PROVIDING ANCILLARY SERVICES THERETO, NAMELY, INSURANCE ADMINISTRATION, INSURANCE CLAIMS ADJUSTMENT AND INSURANCE BROKERAGE; INSURANCE UNDERWRITING</p>	GULFSHORE INSURANCE, INC.

				AND BROKERAGE IN THE FIELD OF OVERSEAS TRAVEL INSURANCE; INSURANCE CONSULTATION SERVICES IN THE FIELD OF REDUCING CLAIMS AND LOSS PREVENTION FOR WORKERS COMPENSATION, PREMISES LIABILITY, AUTOMOBILE LIABILITY AND GENERAL LIABILITY INSURANCE	
GULFSHORE INSURANCE		<b>App</b> 86779728 <b>Reg</b> 5103025	Registered	<b>INT. CL. 36</b> INSURANCE SERVICES, NAMELY, UNDERWRITING OF INSURANCE IN THE FIELD OF PROPERTY, CASUALTY, LIFE, HEALTH AND ACCIDENT INSURANCE; INSURANCE BROKERAGE; INSURANCE AGENCY; INSURANCE CLAIMS ADMINISTRATION; INSURANCE CONSULTATION; INSURANCE MANAGEMENT IN THE NATURE OF LOSS MANAGEMENT FOR OTHERS; INSURANCE BROKERAGE AND UNDERWRITING SERVICES FOR AUTOMOBILES, MOTORCYCLES, HOMEOWNERS, RENTERS, CONDOMINIUMS, COMMERCIAL PROPERTIES, OVERSEAS TRAVEL, FLOODS AND BOAT; PROVIDING INSURANCE BROKERAGE AND UNDERWRITING SERVICES FOR AUTOMOBILES, MOTORCYCLES, HOMEOWNERS, RENTERS, CONDOMINIUMS, MOBILE HOMES, COMMERCIAL PROPERTIES, OVERSEAS TRAVEL, FLOODS AND BOATS VIA A GLOBAL COMMUNICATIONS NETWORK; INSURANCE UNDERWRITING AND BROKERAGE IN THE FIELD OF AUTOMOBILE COLLISION, COMPREHENSIVE AND LIABILITY INSURANCE; INSURANCE UNDERWRITING AND BROKERAGE IN THE FIELDS OF BOAT OWNERS INSURANCE, FIRE AND HOME OWNERS INSURANCE, MORTGAGE CANCELLATION INSURANCE, LIFE, HOSPITALIZATION, SICKNESS AND ACCIDENT INSURANCE; WRITING AND UNDERWRITING INSURANCE IN THE FIELDS OF PROPERTY, LIABILITY, LIFE AND CASUALTY AND PROVIDING ANCILLARY SERVICES THERETO, NAMELY, INSURANCE ADMINISTRATION, INSURANCE CLAIMS ADJUSTMENT AND INSURANCE BROKERAGE; INSURANCE UNDERWRITING AND BROKERAGE IN THE FIELD OF OVERSEAS TRAVEL	GULFSHORE INSURANCE, INC.

				INSURANCE; INSURANCE CONSULTATION SERVICES IN THE FIELD OF REDUCING CLAIMS AND LOSS PREVENTION FOR WORKERS COMPENSATION, PREMISES LIABILITY, AUTOMOBILE LIABILITY AND GENERAL LIABILITY INSURANCE	
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