TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM504750

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Nielson, Hoover, & Company, Inc.		12/31/2018	Corporation: FLORIDA

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: 1

Property Type	Number	Word Mark
Registration Number:	3918235	SURETEGRITY

CORRESPONDENCE DATA

Fax Number: 6163367000

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.

Phone: 6163366000
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

CH $40.00 3918235

NAME OF SUBMITTER:	Timothy E. Eagle
SIGNATURE:	/Timothy E. Eagle/
DATE SIGNED:	01/07/2019

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, Nielson, Hoover & Company, Inc., a Florida corporation, whose address is 8000 Governors Square Blvd, Suite 101, Miami Lakes, FL 33016 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark").

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark 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 Trademark, 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 31st day of December, 2018.

ASSIGNOR:

NIELSON, HOOVER & COMPANY, INC.

By: _____

David Hoover, President

14361313

SCHEDULE A

Citation	Image	Registration Number	Status	Goods and Services	Owner Name
SURETEGRITY		**App** 85028213 **Reg** 3918235	Registered	**INT. CL. 35** ADMINISTERING DISCOUNT GROUP PURCHASING PROGRAMS, NAMELY, NEGOTIATING CONTRACTS WITH PROVIDERS OF BANKING AND INSURANCE SERVICES, TO ENABLE PARTICIPANT MEMBERS OF A TEACHERS UNION TO OBTAIN DISCOUNTS ON THE PURCHASE OF THE FINANCIAL AND INSURANCE SERVICES OF OTHERS THROUGH THE USE OF UNION DISCOUNT MEMBERSHIP CARDS; DATA COMPILING AND ANALYZING IN THE FIELD OF INSURANCE; INSURANCE CLAIMS AUDITING SERVICES; INSURANCE LEAD COLLECTION AND MATCHING SERVICES, NAMELY, MATCHING CONSUMER REQUESTS FOR INSURANCE POLICY QUOTES COLLECTED OVER THE INTERNET TO PRE-QUALIFIED INSURANCE BROKERS, AGENTS AND AGENCIES INTERESTED IN THOSE REQUESTS; INTERACTIVE RECORD-KEEPING SERVICES FOR USE IN RISK MANAGEMENT AND REGULATORY COMPLIANCE BY INSURERS AND PROFESSIONALS IN THE MEDICAL FIELD; MANAGING THE	NIELSON, HOOVER & COMPANY, INC.

				OPERATIONS OF INSURANCE AGENCIES AND BROKERS ON AN OUTSOURCING BASIS; PROMOTION OF FINANCIAL AND INSURANCE SERVICES, ON BEHALF OF THIRD PARTIES; PROVIDING A PRICING PROGRAM IN THE FIELD OF PROPERTY AND CASUALTY INSURANCE THROUGH WHICH MEMBERS OF DESIGNATED ASSOCIATIONS, ORGANIZATIONS, AND GROUPS MAY BE OFFERED OR GRANTED DOWNWARD ADJUSTMENTS IN THE PREMIUMS FOR SUCH INSURANCE; PROVIDING INSURANCE AGENT REFERRALS; PROVIDING SALES LEADS FOR THE AUTOMOTIVE FINANCE AND INSURANCE INDUSTRIES; PROVIDING STATISTICAL EVALUATION OF INSURANCE CLAIMS PERFORMANCE MEASURES FOR OTHERS; TRACKING AND MONITORING INSURANCE COMPLIANCE **INT. CL. 36** FINANCIAL GUARANTEE AND SURETY; FINANCIAL GUARANTEES; SURETY SERVICES	