

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501958

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Hays Group, Inc.		12/10/2018	Corporation:
RECEIVING PARTY DATA			
Name:	Hays Companies, Inc.		
Street Address:	220 S. Ridgewood Avenue		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2969100	HAYS COMPANIES	
Registration Number:	2982552	HAYS	
Registration Number:	2997480	CLIENTDIRECT	
Registration Number:	5074561	EVENTGUARD	
Serial Number:	88079433	HEALTH PLAN INTELLIGENCE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	ccastello@bbins.com		
Correspondent Name:	Courtney Castello		
Address Line 1:	220 S. Ridgewood Avenue		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	Courtney Castello		
SIGNATURE:	/Courtney Castello/		
DATE SIGNED:	12/13/2018		
Total Attachments: 2			
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OP \$140.00 2969100

Trademark Assignment Agreement

This Trademark Assignment Agreement (this "Agreement") is entered as of December 10, 2018 (the "Effective Date") by and between **The Hays Group, Inc.** (the "Assignor"), a Minnesota corporation located at 80 South Eighth Street, Suite 700, IDS Center, Minneapolis, MN 55402 and **Hays Companies, Inc.** (the "Assignee"), a Florida corporation located at 220 S. Ridgewood Avenue, Daytona Beach, FL 32114.

1. **Marks.** The term "Marks" are used in this Agreement shall mean any registered and unregistered trademarks, service marks, logos, designs, trade names, domain names, package designs, and product designs, including but not limited to all registration application rights and all rights to prepare derivative marks, together with all the goodwill of the business symbolized thereby, and all other rights in the United States and in all countries and territories worldwide and under any international convention (hereinafter collectively referred to as "Marks") which are identified in the attached Schedule 1 hereto incorporated into the Agreement.
2. **Assignment.** Assignor hereby irrevocably assigns, grants, and transfers to Assignee all rights, title, and interest in and to the Marks in perpetuity. Assignor further authorizes in the United States Patent and Trademark Office to record the transfer of the registrations.
3. **Adequate Consideration.** Assignor and Assignee both agree that this Agreement shall constitute full and adequate consideration for assignment of the Marks.
4. **Entire Agreement.** This Agreement constitutes the entire agreement between Assignor and Assignee.
5. **Severability.** If any provision of this Agreement is held to be invalid or unenforceable in whole or in part, the remaining provisions shall not be affected and shall continue to be valid and enforceable as though the invalid or unenforceable parts had not been included in this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement of the date first written above.

Assignor:
The Hays Group, Inc.
By: _____
Name: Stephen Lerum
Title: Secretary

Assignee:
Hays Companies, Inc.
By: _____
Name: DAVID B. LOTZ
Title: VP

Schedule I

List of registered and applied for trademarks to be assigned:

Trademark	Owner	Registration Date	Registration Number	Services/Goods
Hays Companies	The Hays Group, Inc.	July 19, 2005	2969100	Class 36: Insurance services, namely, insurance brokerage, claims management, risk management and risk management assessment, administration of employee benefit plans, and insurance consultation services, all provided to others
Hays & Design	The Hays Group, Inc.	August 9, 2005	2982552	Class 36: Insurance services, namely, insurance brokerage, claims management, risk management and risk management assessment, administration of employee benefit plans, and insurance consultation services, all provided to others
ClientDirect	The Hays Group, Inc.	September 20, 2005	2997480	Class 36: Providing an on-line computer database in the field of risk management, insurance, and employee benefits for maintain and administering client records and files.
Eventguard	The Hays Group, Inc.	November 1, 2016	5074561	Class 36: Insurance services, namely, underwriting, issuing and administration of one-time event insurance
Health Plan Intelligence	The Hays Group, Inc.	Pending (filed August 15, 2018)	Serial No.: 88079433	Class 42: Software as a service (SAAS) services for use in analyzing employer provided health care and other benefit plan performance and results, which delivers information and insights to help employers better understand and manage their employee benefits costs.