

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM524266

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United Development Systems, Inc.		05/01/2019	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Brown & Brown of Kentucky, Inc.		
Street Address:	220 S. Ridgewood Avenue		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4259956	DIAMOND FINISH	
Registration Number:	3973152	PERFORMANCE ENGINEERING	
Registration Number:	3399486	"AUTOTRACKING"	
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>			
Phone:	3862398827		
Email:	ccastello@bbins.com		
Correspondent Name:	Courtney Castello		
Address Line 1:	Attn: Legal Department		
Address Line 2:	220 S. Ridgewood Avenue		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	Courtney Castello		
SIGNATURE:	/Courtney Castello/		
DATE SIGNED:	05/20/2019		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT

WHEREAS, UNITED DEVELOPMENT SYSTEMS, INC., a Florida corporation, at 17755 US Highway 19 North, Suite 100, Clearwater, Florida 33764 (“Assignor”), is owner of the entire right, title and interest in and to which the trademark registrations and applications set forth on Schedule 1 attached hereto and any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; and the GOODWILL of the business in which the mark is used (collectively, the “Trademark Rights”);

WHEREAS, BROWN & BROWN OF KENTUCKY, INC., a Kentucky corporation, at 220 S. Ridgewood Avenue, Daytona Beach, Florida 32114 (“Assignee”), wishes to acquire and Assignor wishes to assign and transfer to Assignee the Trademark Rights; and

WHEREAS, Assignee is a successor to the business, assets and appurtenant goodwill of Assignor to which the Trademark Rights pertain, and the parties acknowledge that the business of Assignor was, at the time of the assignment and transfer, ongoing and existing as required under 15 U.S.C. § 1060.

NOW, THEREFORE, in view of the payment of Ten Dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor **DOES HEREBY** assign and transfer to Assignee all right, title and interest in and to the Trademark Rights, effective as of May 1, 2019.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

* * * * *

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FINAL EXECUTION VERSION

This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

ASSIGNOR:

ASSIGNEE:

UNITED DEVELOPMENT SYSTEMS, INC.

BROWN & BROWN OF KENTUCKY, INC.

By:



Randall R. Crisorio, *President*

Michael T. Neal, *Executive Vice President*

FINAL EXECUTION VERSION

This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

ASSIGNOR:

UNITED DEVELOPMENT SYSTEMS, INC.

By: _____
Randall R. Crisorio, President

ASSIGNEE:

BROWN & BROWN OF KENTUCKY, INC.

By: _____
Michael T. Neal, Executive Vice President

SCHEDULE 1

List of registered and applied for trademarks to be assigned:

Trademark	Owner	Registration Date	Registration Number	Services/Goods
Diamond Finish	United Development Systems, Inc.	December 18, 2012	4259956	CL 3: Automobile and car wax preparations, automobile carpet and upholstery cleaning, automobile tire and wheel cleaning preparations; Polymer sealant for cleaning, shining and protecting automobile exterior surfaces
Performance Engineering	United Development Systems, Inc.	June 7, 2011	3973152	CL 41: Educational services, namely, training services for franchised automobile dealerships in how to maximize profitability in their finance and insurance departments
AutoTracking	United Development Systems, Inc.	March 18, 2008	3399486	CL 42: Online non-downloadable computer software for temporary use by franchised automobile dealerships for managing a database and creating and accessing daily, monthly, quarterly and annual reports of the effectiveness of their finance and insurance departments through a computer network, such software assisting management in tracking sales figures, penetration levels for products sold by their finance and insurance departments and revenue amounts from each specific transaction
UDS	United Development Systems, Inc.	May 11, 2004	2839648	CL 41: Providing sales training to the finance and insurance department of franchised automobile

FINAL EXECUTION VERSION

				dealerships for the sale of finance and insurance products.
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