

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526207

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Madison Brokerage Corp		06/03/2019	Corporation: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	5664 Prairie Creek Drive		
City:	Caledonia		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5748263	MADISON BROKERAGE	
Registration Number:	5748395	M MADISON BROKERAGE THE ADVISOR'S ADVISO	
CORRESPONDENCE DATA			
Fax Number:	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>			
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		
NAME OF SUBMITTER:	Timothy E. Eagle		
SIGNATURE:	/Timothy E. Eagle/		
DATE SIGNED:	06/04/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

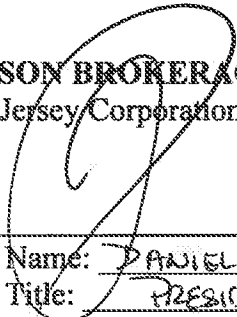
WHEREAS, Madison Brokerage Corp, a New Jersey corporation, whose address is 65 Madison Avenue, Suite 200, Morristown, New Jersey 07960 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark").

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 5664 Prairie Creek Drive SE, Caledonia, Michigan 49316 ("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 3rd day of June, 2019.

MADISON BROKERAGE CORP,
a New Jersey Corporation

By: 
Name: DANIEL ANDERSON
Title: PRESIDENT

SCHEDULE A

Mark	Image	Application/ Registration Number	Status	Services
MADISON BROKERAGE		App 87628123 Reg 5748263	Registered	INT. CL. 36 Insurance brokerage in the field of Life Insurance, Annuities, Disability and Long term care insurance
M MADISON BROKERAGE THE ADVISOR'S ADVISOR		App 87771962 Reg 5748395	Registered	INT. CL. 36 Insurance brokerage in the field of Life Insurance, Annuities, Disability and Long term care insurance

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