

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528376

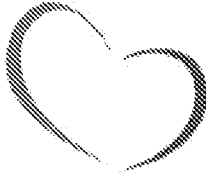
<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Global Life Distribution Holdings Limited		06/12/2019	Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Savings Bank Mutual Life Insurance Company of Massachusetts		
<b>Street Address:</b>	One Linscott Road		
<b>City:</b>	Woburn		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01801		
<b>Entity Type:</b>	Corporation: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5023127	CHERISH	
<b>Registration Number:</b>	4986239		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6173672988		
<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>	617-227-7031		
<b>Email:</b>	wstrong@kcslegal.com		
<b>Correspondent Name:</b>	William S. Strong		
<b>Address Line 1:</b>	1 Bowdoin Square, 8th Floor		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02114-2925		
<b>NAME OF SUBMITTER:</b>	William S. Strong		
<b>SIGNATURE:</b>	/William S. Strong/		
<b>DATE SIGNED:</b>	06/19/2019		
<b>Total Attachments: 1</b>			
source=Assignment of GLD Service Mark Registrations - executed#page1.tif			

OP \$65.00 5023127

**ASSIGNMENT OF TRADEMARK/SERVICE MARK REGISTRATIONS**

WHEREAS Global Life Distribution Holdings Limited, formerly of 30 St Mary Axe, London, United Kingdom EC3A8EP, and now having its registered address at The St Botolph Building, 138 Houndsditch, London, United Kingdom EC3A 7AR, has adopted, used and is using the following marks registered in the United States Patent and Trademark Office:

CHERISH, Reg. No. 5023127; and



, Reg. No. 4986239; and

WHEREAS of The Savings Bank Mutual Life Insurance Company of Massachusetts, of One Linscott Road, Woburn, Massachusetts 01801, is desirous of acquiring said marks and the registrations thereof,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Global Life Distribution Holdings Limited does hereby assign unto the said The Savings Bank Mutual Life Insurance Company of Massachusetts all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations thereof.

This assignment shall be binding upon and inure to the benefit of the parties and their successors and assigns.

Global Life Distribution Holdings Limited

Dated: \_\_\_\_\_

JUNE 12, 2019

By: \_\_\_\_\_

Name and Title: Director and CEO