

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM533379

<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>
Asero Insurance Services, Inc.		07/01/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acrisure of California, LLC		
<b>Street Address:</b>	2900 West Road, Suite 510		
<b>City:</b>	East Lansing		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48823		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4769725	ASERO INSURANCE SERVICES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6163366000		
<b>Email:</b>	trademarks@varnumlaw.com		
<b>Correspondent Name:</b>	Timothy E. Eagle		
<b>Address Line 1:</b>	333 Bridge Street, P.O. Box 352		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>NAME OF SUBMITTER:</b>	Timothy E. Eagle		
<b>SIGNATURE:</b>	/Timothy E. Eagle/		
<b>DATE SIGNED:</b>	07/24/2019		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

**WHEREAS**, Asero Insurance Services, Inc., a California corporation, whose address is 200 N. Almaden Boulevard, Suite 300, San Jose, CA 95110 ("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 of California, LLC, a Michigan limited liability company, whose registered address is 2900 West Road, Suite 510, 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 as of July 1, 2019.

ASERO INSURANCE SERVICES, INC.

By:   
Marko J. Trapani, Jr. ~~President~~

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**SCHEDULE A**

<b>Citation</b>	<b>Application/ Registration Number</b>	<b>Status</b>	<b>Goods and Services</b>	<b>Owner Name</b>
ASERO INSURANCE SERVICES	<b>App</b> 86202100 <b>Reg</b> 4769725	Registered	<b>INT. CL. 36</b> INSURANCE BROKERAGE IN THE FIELD OF BUSINESS INSURANCE, NAMELY, GENERAL LIABILITY INSURANCE, PRODUCTS LIABILITY INSURANCE, WORKERS COMPENSATION, UMBRELLA AND EXCESS INSURANCE, SMALL BUSINESS OWNERS PROGRAMS, PROPERTY, EQUIPMENT AND INCOME INSURANCE, COMMERCIAL AUTO AND TRUCKERS INSURANCE, TAXI CABS INSURANCE, COMMERCIAL EARTHQUAKE INSURANCE, PROFESSIONAL LIABILITY INSURANCE, FIDELITY AND FIDUCIARY INSURANCE, DIRECTORS AND OFFICERS LIABILITY, EMPLOYMENT PRACTICES LIABILITY, AGRICULTURAL INSURANCE, AND PERSONAL INSURANCE, NAMELY, HOMEOWNERS INSURANCE, AUTOMOBILE INSURANCE, UMBRELLA AND EXCESS LIABILITY, EARTHQUAKE AND FLOOD INSURANCE, BOATS AND YACHTS, MOTORCYCLES, RECREATIONAL VEHICLES, AND VALUABLE PROPERTY COVERAGE	ASERO INSURANCE SERVICES, INC.