

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM535556

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	06/01/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mary Roach Insurance Agency, Inc.		08/06/2019	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alliant Insurance Services, Inc.		
<b>Street Address:</b>	701 B Street		
<b>Internal Address:</b>	6th Floor		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92101		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4378312	CROP INSURANCE ISN'T JUST PART OF OUR BU	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6192311234		
<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>	6195252500		
<b>Email:</b>	w.bivens@mpglaw.com		
<b>Correspondent Name:</b>	D. Whitlow Bivens		
<b>Address Line 1:</b>	225 Broadway		
<b>Address Line 2:</b>	Suite 1900		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92101		
<b>ATTORNEY DOCKET NUMBER:</b>	20728.047		
<b>NAME OF SUBMITTER:</b>	D. Whitlow Bivens		
<b>SIGNATURE:</b>	/D. W. Bivens/		
<b>DATE SIGNED:</b>	08/06/2019		
<b>Total Attachments: 1</b>			
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OP \$40.00 4378312

## TRADEMARK ASSIGNMENT

(NUNC PRO TUNC)

Whereas, Mary Roach Insurance Agency, Inc. ("Assignor"), a California Corporation owned and used the trademark CROP INSURANCE ISN'T JUST PART OF OUR BUSINESS. IT IS OUR BUSINESS (U.S. Trademark Reg. No. 4,378,312);

Whereas, Alliant Insurance Services, Inc. ("Assignee"), a Delaware Corporation having a place of business at 701 B Street, 6<sup>th</sup> Floor, San Diego, California 92101 acquired the mark, the associated goodwill and the trademark registration; and

Whereas, pursuant to and as set forth in that certain Asset Purchase Agreement between Assignor and Assignee dated June 1, 2015, Assignor assigned the trademarks, the associated goodwill and the trademark registration to Assignee;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees that it assigned to Assignee nunc pro tunc effective as of June 1, 2015, all right, title and interest in and to the CROP INSURANCE ISN'T JUST PART OF OUR BUSINESS. IT IS OUR BUSINESS trademark throughout the world, the above-identified federal trademark registration, together with all derivations thereof and including all goodwill associated therewith, whether based on common law or the laws of the various states and the right (but not the obligation) to assert such registered trademark and other assigned rights to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past or future acts of infringement that have occurred or may occur.

Agreed:

Mary Roach Insurance Agency, Inc.

  
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Mary Roach, President

Date: 8/6/2019