

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM537921

<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>
Farmers Group, Inc.		08/15/2019	Corporation: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Farmers Insurance Exchange		
<b>Street Address:</b>	6301 Owensmouth Avenue, 3rd Floor		
<b>City:</b>	Woodland Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91367		
<b>Entity Type:</b>	Inter-Insurance Exchange: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 70</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1925786	PREMATIC	
<b>Registration Number:</b>	2228194	FARMERS EASYPAY	
<b>Registration Number:</b>	0953862	FARMERS INSURANCE GROUP SYMBOL OF SUPERI	
<b>Registration Number:</b>	4572522	UNIVERSITY OF FARMERS	
<b>Registration Number:</b>	4806240	FARMERS INSURANCE	
<b>Registration Number:</b>	4354351	FARMERS FAN ZONE	
<b>Registration Number:</b>	4119540	FARMERS INSURANCE OPEN	
<b>Registration Number:</b>	4244768	THE BEST SMALL BUSINESS OPPORTUNITY IN A	
<b>Registration Number:</b>	4593639	WE ARE FARMERS	
<b>Registration Number:</b>	4569631	THANK A MILLION TEACHERS	
<b>Registration Number:</b>	4384078	UNIVERSITY DAY CHALLENGE	
<b>Registration Number:</b>	4384079	UNIVERSITY DAY	
<b>Registration Number:</b>	5027439	FARMERS INSURANCE	
<b>Registration Number:</b>	4998575	FARMERS INSURANCE	
<b>Registration Number:</b>	4814913	FARMERS INSURANCE	
<b>Registration Number:</b>	5003704	FARMERS INSURANCE	
<b>Registration Number:</b>	4998576	FARMERS INSURANCE	
<b>Registration Number:</b>	4805586	FARMERS INSURANCE	
<b>Registration Number:</b>	5013244	FARMERS INSURANCE	

OP \$1765.00 1925786

Property Type	Number	Word Mark
Registration Number:	4998577	FARMERS INSURANCE
Registration Number:	5013245	FARMERS INSURANCE
Registration Number:	5003705	FARMERS INSURANCE
Registration Number:	4783586	FARMERS INSURANCE
Registration Number:	5013246	
Registration Number:	5003706	
Registration Number:	4805590	
Registration Number:	4792126	
Registration Number:	5003707	
Registration Number:	5003708	
Registration Number:	4805585	
Registration Number:	4783587	
Registration Number:	4818821	FARMERS SMART PLAN HOME
Registration Number:	5692227	SIGNAL
Registration Number:	5017975	THANK AMERICA'S TEACHERS
Registration Number:	5017974	DREAM BIG TEACHER CHALLENGE
Registration Number:	5402120	AT FARMERS, WE'VE SEEN ALMOST EVERYTHING
Registration Number:	5402119	WE KNOW A THING OR TWO BECAUSE WE'VE SEE
Registration Number:	5205680	FARMERS REALTIME BILLING
Registration Number:	5147882	HALL OF CLAIMS
Registration Number:	5077811	WE'VE SEEN ALMOST EVERYTHING, SO WE KNOW
Registration Number:	5141762	GROW WITH FARMERS
Registration Number:	5156266	FARMERS CHOICE
Registration Number:	5702913	SEEN IT, COVERED IT.
Registration Number:	5350314	LEARN FROM EXPERIENCE
Registration Number:	3044979	CIRCLE OF DEPENDABILITY
Registration Number:	1899192	FARMERS
Registration Number:	2332536	FARMERS CARE
Registration Number:	2532525	FARMERS EASYPAY DIRECT
Registration Number:	2665732	FARMERS FASTQUOTE
Registration Number:	2723435	FARMERS FINANCIAL SERVICES
Registration Number:	2582990	FARMERS FINANCIAL SOLUTIONS
Registration Number:	1834032	FARMERS FRIENDLY REVIEW
Registration Number:	1920139	FARMERS INSURANCE EXCHANGE
Registration Number:	1821673	FARMERS INSURANCE GROUP
Registration Number:	1821672	FARMERS INSURANCE GROUP OF COMPANIES
Registration Number:	2345790	FARMERS. GETS YOU BACK WHERE YOU BELONG
Registration Number:	1791897	FASGLAS

Property Type	Number	Word Mark
Registration Number:	1795267	FASGLAS
Registration Number:	1880050	MID-CENTURY INSURANCE COMPANY
Registration Number:	2870881	TRANQUILIDAD ASEGURADA
Registration Number:	2994359	UNIVERSITY OF FARMERS
Registration Number:	2649247	Y.E.S.
Registration Number:	2649248	YOU'RE ESSENTIAL TO SAFETY
Registration Number:	3337085	FARMERS NEXT GENERATION
Registration Number:	3505986	FARMERS BUSINESS INSURANCE EXPRESS
Registration Number:	3742781	CHOICES
Registration Number:	3451553	DECLINING DEDUCTIBLES
Registration Number:	3686546	FARMERS VALUE INSURANCE PACKAGE
Registration Number:	4016757	MYSAFETYPOINT
Registration Number:	5741822	SIDE HUSTLE

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Phone:** 512-536-3091

**Email:** aoipdocket@nortonrosefulbright.com

**Correspondent Name:** Alicia Morris Groos

**Address Line 1:** 98 San Jacinto Boulevard, Suite 1100

**Address Line 4:** Austin, TEXAS 78701

<b>NAME OF SUBMITTER:</b>	Alicia Morris Groos
<b>SIGNATURE:</b>	/Alicia Morris Groos/
<b>DATE SIGNED:</b>	08/23/2019

**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT

WHEREAS, Farmers Group, Inc., a Nevada corporation having a business address of 6301 Owensmouth Ave., 3<sup>rd</sup> Floor, Woodland Hills, CA 91367 ("**Assignor**"), registered the trademarks listed in the attached Schedule A on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (the "**Marks**");

WHEREAS, Farmers Insurance Exchange is a California Inter-insurance Exchange having an address of 6301 Owensmouth Ave., 3<sup>rd</sup> Floor, Woodland Hills, CA 91367 ("**Assignee**");

WHEREAS, Assignor is the attorney-in-fact for Assignee, and in such capacity performs various underwriting, marketing, management and administrative functions on behalf of the Assignee, including the registration and ownership of the Marks on behalf of Assignee; and

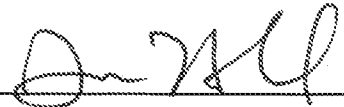
WHEREAS, Assignee, as the beneficial owner of the Marks, now desires to directly own the Marks, and Assignor desires to transfer ownership of the Marks to Assignee;

NOW THEREFORE, Assignor agrees to Assign and Assignee agrees to receive pursuant to the terms of this Agreement, and Assignor hereby transfers, releases and assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the applications and registrations thereof, with any state or common law rights in the Marks, the right of priority, and all claims for damages by reason of past infringement of the Marks and the respective applications and registrations, with the right to sue for and collect the same for its own use and on behalf of and for the use and behalf of its successors, assigns and other legal representatives.

ASSIGNOR:

Dated: 8/15/19

FARMERS GROUP, INC.

By: 

Title: Secretary and Head of Corporate Governance

Name: Doren E. Hohl

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document

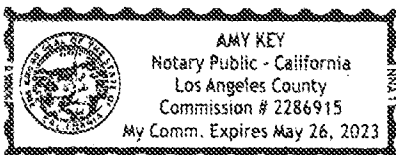
STATE OF CALIFORNIA §

COUNTY OF LOS ANGELES §

On August 15, 2019 before me, Amy Key, Notary Public, personally appeared Doren E. Hohl, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.










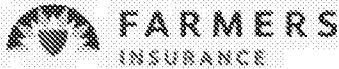
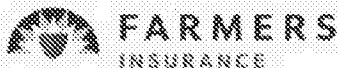




  
Notary Public, State of California


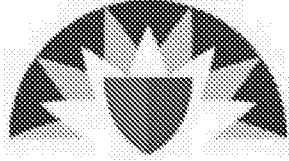

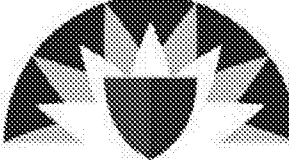



Name Printed: Amy Key

My Commission Expires: May 26, 2023

## SCHEDULE A

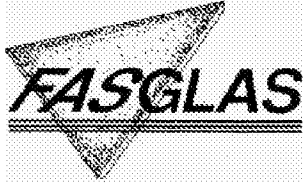
TRADEMARK		SERIAL/REGISTRATION NO.
PREMATIC		1,925,786
FARMERS EASYPAY		2,228,194
FARMERS INSURANCE GROUP SYMBOL OF SUPERIOR SERVICE & Design		0,953,862
UNIVERSITY OF FARMERS		4,572,522
FARMERS INSURANCE		4,806,240
FARMERS FAN ZONE		4,354,351
FARMERS INSURANCE OPEN		4,119,540
THE BEST SMALL BUSINESS OPPORTUNITY IN AMERICA		4,244,768
WE ARE FARMERS		4,593,639
THANK A MILLION TEACHERS		4,569,631
UNIVERSITY DAY CHALLENGE		4,384,078
UNIVERSITY DAY		4,384,079
FARMERS INSURANCE & Design (Arch, Sunburst, Shield vertical color)		5,027,439
FARMERS INSURANCE & Design (Arch, Sunburst, Shield vertical color)		4,998,575
FARMERS INSURANCE & Design (Arch, Sunburst, Shield vertical color)		4,814,913

TRADEMARK		SERIAL/REGISTRATION NO.
FARMERS INSURANCE & Design (Arch, Sunburst, Shield vertical black and white)		5,003,704
FARMERS INSURANCE & Design (Arch, Sunburst, Shield vertical black and white)		4,998,576
FARMERS INSURANCE Design (Arch, Sunburst, Shield vertical black and white)		4,805,586
FARMERS INSURANCE Design (Arch, Sunburst, Shield horizontal color)		5,013,244
FARMERS INSURANCE Design (Arch, Sunburst, Shield horizontal color)		4,998,577
FARMERS INSURANCE Design (Arch, Sunburst, Shield horizontal black and white)		5,013,245
FARMERS INSURANCE & Design (Arch, Sunburst, Shield horizontal black and white)		5,003,705
FARMERS INSURANCE & Design (Arch, Sunburst, Shield horizontal black and white)		4,783,586
Design (Arch, Sunburst, Shield Color)		5,013,246

TRADEMARK		SERIAL/REGISTRATION NO.
Design (Arch, Sunburst, Shield color)		5,003,706
Design (Arch, Sunburst, Shield Color)		4,805,590
Design (Arch, Sunburst, Shield color)		4,792,126
Design (Arch, Sunburst, Shield black and white)		5,003,707
Design (Arch, Sunburst, Shield black and white)		5,003,708
Design (Arch, Sunburst, Shield black and white)		4,805,585
Design (Arch, Sunburst, Shield black and white)		4,783,587
FARMERS SMART PLAN HOME		4,818,821
SIGNAL		5,692,227



<b>TRADEMARK</b>		<b>SERIAL/REGISTRATION NO.</b>
THANK AMERICA'S TEACHERS		5,017,975
DREAM BIG TEACHER CHALLENGE		5,017,974
AT FARMERS, WE'VE SEEN ALMOST EVERYTHING, SO WE KNOW HOW TO COVER ALMOST ANYTHING		5,402,120
WE KNOW A THING OR TWO BECAUSE WE'VE SEEN A THING OR TWO		5,402,119
FARMERS REALTIME BILLING		5,205,680
HALL OF CLAIMS		5,147,882
WE'VE SEEN ALMOST EVERYTHING, SO WE KNOW HOW TO COVER ALMOST ANYTHING.		5,077,811
GROW WITH FARMERS		5,141,762
FARMERS CHOICE		5,156,266
SEEN IT, COVERED IT.		5,702,913
LEARN FROM EXPERIENCE		5,350,314
CIRCLE OF DEPENDABILITY		3,044,979
FARMERS		1,899,192
FARMERS CARE		2,332,536
FARMERS EASYPAY DIRECT		2,532,525
FARMERS FASTQUOTE		2,665,732
FARMERS FINANCIAL SERVICES		2,723,435
FARMERS FINANCIAL SOLUTIONS		2,582,990
FARMERS FRIENDLY REVIEW		1,834,032
FARMERS INSURANCE EXCHANGE		1,920,139
FARMERS INSURANCE GROUP		1,821,673
FARMERS INSURANCE GROUP OF COMPANIES		1,821,672
FARMERS. GETS YOU BACK WHERE YOU BELONG		2,345,790
FASGLAS		1,791,897

TRADEMARK		SERIAL/REGISTRATION NO.
FASGLAS & Design		1,795,267
MID-CENTURY INSURANCE COMPANY		1,880,050
TRANQUILIDAD ASEGURADA		2,870,881
UNIVERSITY OF FARMERS		2,994,359
Y.E.S.		2,649,247
YOU'RE ESSENTIAL TO SAFETY		2,649,248
FARMERS NEXT GENERATION		3,337,085
FARMERS BUSINESS INSURANCE EXPRESS		3,505,986
CHOICES		3,742,781
DECLINING DEDUCTIBLES		3,451,553
FARMERS VALUE INSURANCE PACKAGE		3,686,546
MYSAFETYPOINT		4,016,757
SIDE HUSTLE		5,741,822