

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM537922

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Farmers Group, Inc.		08/15/2019	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Fire Insurance Exchange		
Street Address:	6301 Owensmouth Avenue, 3rd Floor		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	Inter-insurance Exchange: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1922395	FIRE INSURANCE EXCHANGE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	512-536-3091		
Email:	aoidocket@nortonrosefulbright.com		
Correspondent Name:	Alicia Morris Groos		
Address Line 1:	98 San Jancinto Blvd., Suite 1100		
Address Line 4:	Austin, TEXAS 78701		
NAME OF SUBMITTER:	Alicia Morris Groos		
SIGNATURE:	/Alicia Morris Groos/		
DATE SIGNED:	08/23/2019		
Total Attachments: 3			
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OP \$40.00 1922395

TRADEMARK ASSIGNMENT

WHEREAS, Farmers Group, Inc., a Nevada corporation having a business address of 6301 Owensmouth Ave., 3rd Floor, Woodland Hills, CA 91367 ("**Assignor**"), registered the trademark 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 "**Mark**");

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

WHEREAS, Assignor is the parent company of Fire Underwriters Association, the attorney-in-fact for Assignee. The attorney-in-fact performs various underwriting, marketing, management and administrative functions on behalf of the Assignee; and


WHEREAS, Assignee, as the beneficial owner of the Mark, now desires to directly own the Mark, and Assignor desires to transfer ownership of the Mark 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 Mark, together with the goodwill of the business symbolized by the Mark and the applications and registrations thereof, with any state or common law rights in the Mark, the right of priority, and all claims for damages by reason of past infringement of the Mark 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

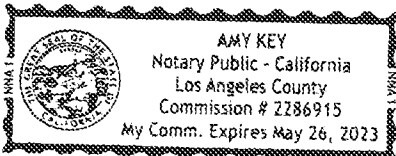
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document

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.
FIRE INSURANCE EXCHANGE		1,922,395

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