

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM548332

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Inventure Holdings, Inc.		10/15/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Ryan Specialty Group, LLC		
Street Address:	180 N Stetson Avenue, Suite 4600		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5785084	SUITELIFE	
CORRESPONDENCE DATA			
Fax Number:	2149813400		
<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:	214-981-3483		
Email:	dclark@sidley.com		
Correspondent Name:	Dusan Clark, Esq.		
Address Line 1:	Sidley Austin LLP		
Address Line 2:	2021 McKinney Ave., Suite 2000		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	52777-10190		
NAME OF SUBMITTER:	Dusan Clark		
SIGNATURE:	/Dusan Clark/		
DATE SIGNED:	11/06/2019		
Total Attachments: 5			
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ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (this “Trademark Assignment”) is made and entered into effective as of October 15, 2019, by and between Inventure Holdings, Inc., a corporation organized under the laws of the State of Delaware (“Assignor”), and Ryan Specialty Group, LLC, a limited liability company organized under the laws of the State of Delaware (“Assignee”). Assignor and Assignee shall each be a “Party”, and collectively, the “Parties”.

WHEREAS, Assignor and Assignee, are each a party to that certain Asset Purchase Agreement dated as of August 21, 2019 (the “Purchase Agreement”), pursuant to which Assignee has agreed to acquire certain assets and rights of the Assignor relating to the Business, as defined in the Purchase Agreement. All capitalized terms used but not defined herein shall have the meanings attributed to them in the Purchase Agreement;

WHEREAS, Assignor is the owner of all right, title and interest in the mark “SUITELIFE” including the trademark registration set forth in **Exhibit 1** (the “Assigned Mark”);

WHEREAS, pursuant to the terms of the Purchase Agreement, Assignor has agreed to cause its Affiliates, including Assignor, to, among other things, transfer to Assignee the Assigned Mark and all rights and goodwill associated therewith; and

WHEREAS, Assignor desires to sell, assign, transfer, convey and deliver to Assignee, and Assignee desires to purchase, acquire, assume and accept, the Assigned Mark pursuant to the terms of the Purchase Agreement and this Trademark Assignment.

NOW, THEREFORE, in consideration of the mutual promises set forth in the Purchase Agreement and mutual benefits to be gained thereunder, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. **Assignment**. Assignor does hereby assign unto Assignee all right, title and interest in and to the Assigned Mark, together with, without limitation, all associated goodwill and common law rights appurtenant thereto, and all common law rights in the Assigned Mark, and all rights of action and remedies for past, present and future infringements of any of the Assigned Mark.
2. **Recordation and Further Actions**. The Assignor shall execute and deliver any and all instruments and documents and take such further actions as may be reasonably necessary, including the execution of any documents, files, registrations, or other similar items, in order to ensure that the Assigned Mark are properly assigned to Assignee and to document and record with the appropriate governmental authorities the aforesaid assignment and transfer.
3. **No Conflict**. This Trademark Assignment is in all respects subject to the provisions of the Purchase Agreement and is not intended in any way to supersede, limit, qualify or expand any provision of the Purchase Agreement. In the event of a conflict between this Trademark Assignment and the Purchase Agreement, the Purchase Agreement

shall control.

4. Governing Law. This Trademark Assignment shall be governed by and construed in accordance with the Laws of the State of Delaware without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Delaware.
5. No Modifications. No amendment, supplement, modification, waiver or termination of this Trademark Assignment shall be implied or be binding unless in writing and signed by the Party against which such amendment, supplement, modification, waiver or termination is asserted.
6. Successors and Assigns. This Trademark Assignment and all of the provisions hereof shall be binding upon and inure to the benefit of the Parties hereto and their respective successors and assigns.
7. Counterparts. This Trademark Assignment may be executed in two (2) or more counterparts, including by electronic transmission in PDF format, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademark Rights to be executed as of the date first set forth above.

RYAN SPECIALTY GROUP, LLC

By: 

Name: Patrick G. Ryan

Title: Chairman and Chief Executive Officer

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of
Trademark Rights to be executed as of the date first set forth above.

INVENTURE HOLDINGS, INC.

By _____

Name:

Title:

Philip J. Haney

President

TRADEMARK

REEL: 006789 FRAME: 0703

Exhibit 1

Assigned Mark

SUITELIFE;

U.S.

Registration

No. 5,785,084;

Registration

Date - June 25,

2019