

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM552946

<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>
Advance Management Company		12/11/2019	Corporation: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Formstack Acquisition Co.		
<b>Street Address:</b>	11671 Lantern Road, Suite 300		
<b>City:</b>	Fishers		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46038		
<b>Entity Type:</b>	Corporation: CANADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4702434	INSURE SIGN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	kfarrell@klflegal.com		
<b>Correspondent Name:</b>	Kenan L. Farrell		
<b>Address Line 1:</b>	451 N. New Jersey St.		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>NAME OF SUBMITTER:</b>	Kenan L. Farrell		
<b>SIGNATURE:</b>	/Kenan L. Farrell/		
<b>DATE SIGNED:</b>	12/12/2019		
<b>Total Attachments: 1</b>			
source=Assignment - INSURE SIGN#page1.tif			

OP \$40.00 4702434

## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of December 11, 2019 (the "Effective Date") from Advance Management Company, a North Carolina corporation with an address of 1 Merchants Lane, Ste 204, Beaufort, South Carolina 29907 ("Assignor") to Formstack Acquisition Co., a corporation organized under the laws of Ontario with an address of 11671 Lantern Road, Suite 300, Fishers, Indiana 46038 ("Assignee").

**WHEREAS**, Assignor owns the registration for the trademark INSURE SIGN, U.S. Registration Number 4,702,434 ("Mark"); and

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the entirety of Assignor's ownership interest in the Mark, together with the goodwill of the business associated therewith.

**NOW, THEREFORE**, for good and valuable consideration, the sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor hereby assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Mark, together with the goodwill of the business symbolized in the Mark; for the United States and for all foreign countries, and all corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments becoming due or payable on the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner for Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of an application or document or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be executed as of the Effective Date.

By: **ASSIGNOR**

*Joe Lloyd*

12/11/2019

Date: \_\_\_\_\_

Printed:

Advance Management Company