

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM611137

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION
<b>RESUBMIT DOCUMENT ID:</b>	900573238

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Senior Market Sales, Inc.		07/21/2020	Corporation: NEBRASKA

**RECEIVING PARTY DATA**

<b>Name:</b>	Senior Market Sales,LLC
<b>Street Address:</b>	8420 West Dodge Road
<b>City:</b>	Omaha
<b>State/Country:</b>	NEBRASKA
<b>Postal Code:</b>	68114
<b>Entity Type:</b>	Limited Liability Company: NEBRASKA

**PROPERTY NUMBERS Total: 49**

Property Type	Number	Word Mark
Registration Number:	4068468	SOCIAL SECURITY TIMING
Registration Number:	4068469	SOCIAL SECURITY TIMING
Registration Number:	4081172	SWITCH STRATEGIES
Registration Number:	4674231	SOCIAL SECURITY SCHOOL
Registration Number:	5930816	LEAD ADVANTAGE PRO
Registration Number:	5854554	INCOME ARCHITECH
Registration Number:	5854553	A INCOME ARCHITECH
Registration Number:	5670549	INSFIRE
Registration Number:	5368784	TRAVEL INSURANCE CENTER
Registration Number:	4706639	MEDICARE BACKOFFICE
Registration Number:	4762879	MEDICARE BACKOFFICE
Registration Number:	4578852	AICOE
Registration Number:	5541288	INSFIRE
Registration Number:	5418466	LEAD ADVANTAGE PRO
Registration Number:	5076046	TOTAL SOCIAL SECURITY
Registration Number:	5077993	TOTAL SOCIAL SECURITY
Registration Number:	5077992	TOTAL SOCIAL SECURITY
Registration Number:	5076047	TOTAL SOCIAL SECURITY

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	86029189	MEDICARE MADE EASY
Registration Number:	4694337	LEAD ADVANTAGE
Registration Number:	4333046	APP BY EMAIL
Registration Number:	4409336	MEDICARE INSURANCE DIRECT
Registration Number:	4402330	TRAVEL INSURANCE CENTER
Registration Number:	4370168	MEDICARE INSURANCE DIRECT
Registration Number:	4412940	MATURE HEALTH CENTER
Registration Number:	4398441	POLICY PICKER
Registration Number:	4378368	SENIOR MARKET SALES
Registration Number:	4330168	TRAVEL INSURANCE CENTER
Registration Number:	4292922	CALL, CLICK, MAIL OR MEET
Registration Number:	4204671	SMS
Registration Number:	4128663	INSURACTIVE
Registration Number:	4128592	INSURACTIVE
Serial Number:	85309576	MEDICARE MADE EASY
Serial Number:	85170467	SWITCH STRATEGY
Serial Number:	76038895	MEDIGAPCENTER.COM
Registration Number:	2660199	HEALTHYPETCENTER.COM
Serial Number:	76038893	WORKPLACEINSURANCE.COM
Serial Number:	76038773	CRITICALCARECENTER.COM
Serial Number:	75950219	HEALTHINSURANCECENTER.COM
Serial Number:	75950212	MATUREHEALTHCENTER.COM
Serial Number:	75950210	MATUREHEALTHCENTER.COM
Serial Number:	75950200	WORLDTRAVELCENTER.COM
Registration Number:	2647898	WORLDTRAVELCENTER.COM
Registration Number:	2516555	POLICY PICKER
Registration Number:	2840557	IBUY
Serial Number:	75950107	ICOMPARE
Registration Number:	2533427	INSURACTIVE
Registration Number:	2533426	INSURACTIVE
Registration Number:	1710392	SMS

**CORRESPONDENCE DATA**

Fax Number: 7037526201

*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: 7037525276

Email: cecil@keyiplaw.com

Correspondent Name: Cecil E. Key

Address Line 1: 1934 Old Gallows Road Suite 350

**TRADEMARK**

**REEL: 007111 FRAME: 0206**

<b>Address Line 4:</b>	Vienna, VIRGINIA 22182
<b>ATTORNEY DOCKET NUMBER:</b>	412.1
<b>NAME OF SUBMITTER:</b>	Cecil E. Key
<b>SIGNATURE:</b>	/Cecil E. Key/
<b>DATE SIGNED:</b>	11/27/2020
<b>Total Attachments: 2</b> source=Art. of Entity Con.-Insuractive#page1.tif source=Art. of Entity Con.-Insuractive#page2.tif	

ARTICLES OF ENTITY CONVERSION

OF

INSURACTIVE, INC.

Pursuant to the Nebraska Model Business Corporation Act, Insuractive, Inc., a Nebraska corporation, executes these Articles of Entity Conversion:

FIRST: The name of the corporation immediately before the filing of these Articles of Entity Conversion is Insuractive, Inc.

SECOND: The name to which the name of the corporation is to be changed is Insuractive LLC.

THIRD: Insuractive LLC will be a limited liability company organized under and subject to the Nebraska Uniform Limited Liability Company Act.

FOURTH: The Certificate of Organization of Insuractive LLC is attached to these Articles of Entity Conversion as Exhibit 1.

FIFTH: The Plan of Entity Conversion of Insuractive, Inc. was duly approved by the shareholders of Insuractive, Inc. in the manner required by the Nebraska Model Business Corporation Act and the articles of incorporation of Insuractive, Inc.

Dated this 21st day of July, 2020.

INSURACTIVE, INC., a  
Nebraska corporation

By: Hershel A. Kleinberg  
Hershel A. Kleinberg, President

**CERTIFICATE OF ORGANIZATION**  
**OF**  
**INSURACTIVE LLC**

1. **Name.** The name of the limited liability company (the "Company") is Insuractive LLC.

2. **Conversion.** The Company was converted from Insuractive, Inc., a Nebraska corporation. The conversion was approved in a manner that complied with the Nebraska Model Business Corporation Act.

3. **Initial Designated Office.** The street and mailing addresses of the initial designated office of the Company are:

<u>Street Address</u>	<u>Mailing Address</u>
8420 West Dodge Road Suite 510 Omaha, Nebraska 68114	8420 West Dodge Road Suite 510 Omaha, Nebraska 68114

4. **Initial Agent for Service of Process.** The name of the initial agent of the Company for service of process is CT Corporation System. The street and mailing addresses (and post office box number, if any) of such initial agent of the Company for service of process are:

<u>Street Address</u>	<u>Mailing Address</u>
5601 South 59 <sup>th</sup> Street Suite C Lincoln, Nebraska 68516	5601 South 59 <sup>th</sup> Street Suite C Lincoln, Nebraska 68516