

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM621501

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seacoast Insurance, Inc.		12/01/2020	Corporation: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	601 Abbot Road		
City:	East Lansing		
State/Country:	MICHIGAN		
Postal Code:	48823		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2588205	SEACOAST INSURANCE	
CORRESPONDENCE DATA			
Fax Number:	8164215547		
<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:	8164746550		
Email:	aasullivan@shb.com		
Correspondent Name:	Shook, hardy & bacon llp		
Address Line 1:	2555 Grand blvd		
Address Line 4:	kansas city, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	41362.354407		
NAME OF SUBMITTER:	clinton g. newton		
SIGNATURE:	/CLINTON G. NEWTON/		
DATE SIGNED:	01/21/2021		
Total Attachments: 2			
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OP \$40.00 2588205

TRADEMARK ASSIGNMENT

WHEREAS, Seacoast Insurance, Inc., a South Carolina corporation, whose address is 88 Main St., Suite A, Hilton Head Island, South Carolina 29926 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the "Trademark").

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark by virtue of its use in commerce, to Acrisure, LLC, a Michigan limited liability company, whose registered address is 601 Abbot Road, East Lansing, MI 48823 ("Assignee").

NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 1st day of December, 2020.


SEACOAST INSURANCE, INC.

By: 

Raymond E. Craver, President

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SCHEDULE A

Citation	Image	Registration Number	Status	Goods and Services	Owner Name
76287436		2588205	Registered	IC 036: PROVIDING INSURANCE AGENCY SERVICES IN THE FIELD OF AUTOMOBILE, HOMEOWNERS, DWELLING, CONDOMINIUM, FLOOD, FIRE, BUILDERS' RISK, BONDS, INLAND MARINE, BOAT/YACHT, WORKERS' COMPENSATION, HEALTH, LIFE, COMMERCIAL, PERSONAL, PROPERTY, CASUALTY AND BUSINESS OWNERS POLICY AND INSURANCE BROKERAGE SERVICES.	Seacoast Insurance, Inc.