

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM625808

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Advisen Ltd.		11/12/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Zywave, Inc.		
Street Address:	10100 W. Innovation Dr., Suite 300		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53226		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5778390	ADVISEN	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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:	4142716560		
Email:	klbehnke@michaelbest.com		
Correspondent Name:	Michael Best & Friedrich LLP		
Address Line 1:	790 N. Water Street, Suite 2500		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Laura M. Konkel		
SIGNATURE:	/Laura M. Konkel/		
DATE SIGNED:	02/11/2021		
Total Attachments: 2			
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OP \$40.00 5778390

INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment agreement, effective as of the date it is fully executed by both parties, is entered into by and between Advisen Ltd., a Delaware corporation ("Assignor"), and Zywave, Inc., a Wisconsin corporation ("Assignee").

WHEREAS, Assignor owns the patent and trademarks identified in Exhibit A. The trademarks are collectively referred to as the "Marks." The patent is hereafter referred to as the "Patent." The Marks and the Patent are collectively referred to as the "Intellectual Property."

WHEREAS, Assignee wants to acquire all of Assignor's right, title, and interest in and to the Intellectual Property and Assignor is willing to assign the Intellectual Property to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows.

Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Marks and all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks and its right to sue for past infringement of the Marks and to recover any and all damages and awards for such infringement.

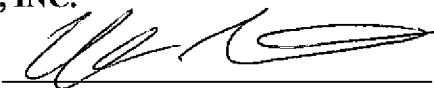
Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the Patent, the same to be held and enjoyed by Assignee, for its own use and enjoyment, as fully and entirely as is legally permissible; together, without limitation, with (i) all patents or rights that may issue or arise from the Patent throughout the world, and all domestic and foreign counterparts, divisionals, continuations in whole or in part, reexaminations, reissues, substitutions, renewals, extensions, or other rights obtained through proceedings related to the Patent, and the right to claim priority to the same; (ii) all claims for damages or other relief by reason of past infringement of the Patent; and (iii) the right to sue for damages and other relief, and collect and obtain the same for its own use and behalf, and for the use and behalf of its legal representatives, successors, and assigns, to the full end of the term of the Patent and its counterparts, divisionals, continuations in whole or in part, reexaminations, reissues, substitutions, renewals, extensions, or other rights obtained through proceedings related to the Patent.

IN WITNESS WHEREOF, the parties hereto have signed this Intellectual Property Assignment as of the dates written below.

ADVISEN LTD.

ZYWAVE, INC.

Signature: 

Signature: 

Name: Alex Britton

Name: Alex Britton

Title: General Counsel

Title: General Counsel

Date: 11/12/2020

Date: 11/12/2020

EXHIBIT A

PATENT

Jurisdiction	Title	No.
U.S.	System and method for providing global information on risks and related hedging strategies, June 24, 2014	8,762,178 B2

REGISTERED TRADEMARKS

Jurisdiction	Trademark	Reg. No.
U.S. Federal	ADVISEN	5778390
United Kingdom	ADVISEN	3226917
International	INSURANCE INTELLIGENCE	1135452

UNREGISTERED TRADEMARKS

TRANSFORMING INSURANCE
INSURANCE INTELLIGENCE
WEB CONNECTIVITY
FRONT PAGE NEWS
FPN
INSIGHT 20TWENTY
CYBER OVERVUE
EXPOSUREVUE
STRATASCOPE
ENABLEDACCOUNTING
ENABLEDPLACING
ENABLEDTRANSFORM
ENABLEDTEST
CLIENT INSIGHT
INSURED INSIGHT
LOSS INSIGHT
RISK INSIGHT
MARKET INSIGHT
POLICY INSIGHT
UNDERWRITING FRAMEWORK
MSCAD
ENABLEDB2B
MESSAGING DELIVERED
WCL