

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM638326

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	3		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
All Star General Insurance Agency, Inc.		04/09/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Freeway Insurance Services America, LLC		
Street Address:	7711 Center Ave. Suite 200		
City:	Huntington Beach		
State/Country:	CALIFORNIA		
Postal Code:	92647		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4481652	PERSONABLE	
Registration Number:	4518233		
CORRESPONDENCE DATA			
Fax Number:			
<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:	7146624673		
Email:	lherman@rutan.com		
Correspondent Name:	Lindy M Herman		
Address Line 1:	18575 Jamboree Road, 9th Floor		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	102142.0018		
NAME OF SUBMITTER:	Lindy M. Herman		
SIGNATURE:	/lmh/		
DATE SIGNED:	04/09/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This trademark assignment (this "Assignment") is made and entered into effective April 9, 2021, by and between **All Star General insurance Agency, Inc.**, a California corporation with an address of 7711 Center Avenue, Suite 200, Huntington Beach, CA 92647 (Assignor), and **Freeway Insurance Services America**, an Illinois limited liability company with an address of 7711 Center Avenue, Suite 200, Huntington Beach, CA 92647 ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor:

U.S. Trademark Registration No. 4481652 for PERSONABLE, registered February 11, 2014, and

U.S. Trademark Registration No. 4518233 for (; registered April 22, 2014


And all goodwill associated therewith (the "Assigned Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee its entire right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks along with the portion of Assignor's business to which the mark pertains, and all other corresponding rights that are or may be secured under the laws of the United States and 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, damages, or payments due or payable as of 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 Assigned Trademarks, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

Assignor hereby authorizes and requests the Commissioner for Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the Assignee and owner of the Assigned Trademarks as of the Effective Date.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the Effective Date.

Assignor, **All Star General insurance Agency, Inc.**



Name: Carol R. Nelson
Position: VP, General Counsel & Corporate Secretary
Date: April 9, 2021