

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM645890

<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>
Insurance Technologies Corporation		05/03/2021	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zywave, Inc.		
<b>Street Address:</b>	10100 W. Innovation Dr., Suite 300		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53226		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4305023		
<b>Registration Number:</b>	4361251	ACCUAGENCY	
<b>Registration Number:</b>	4316337	AGENCYBUZZ	
<b>Registration Number:</b>	4316336	AGENCYBUZZ	
<b>Registration Number:</b>	4361250	AGENCYTHRIVE	
<b>Registration Number:</b>	5903325	INSURANCE WEBSITE BUILDER	
<b>Registration Number:</b>	4312364	INSURANCE WEBSITE BUILDER	
<b>Registration Number:</b>	2403257	ITC	
<b>Registration Number:</b>	4301362	ITC	
<b>Registration Number:</b>	5520321	SMART HARBOR	
<b>Registration Number:</b>	2122652	TURBO RATER	
<b>Registration Number:</b>	4312361	TURBORATER	
<b>Registration Number:</b>	4312362	TURBORATER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	4142716560		
<b>Email:</b>	klbehnke@michaelbest.com		
<b>TRADEMARK</b>			

OP \$340.00 4305023

**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:** 05/11/2021

**Total Attachments: 3**

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**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 Insurance Technologies Corporation, a Texas corporation (“Assignor”), and Zywave, Inc., a Wisconsin corporation (“Assignee”).

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the trademarks identified at Exhibit A (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.
2. Assignor hereby transfers and assigns to Assignee all right, title, and interest in and to the patent(s) and patent application(s) identified at Exhibit A (the “Patents”), 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 Patents 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 Patents, and the right to claim priority to the same; (ii) all claims for damages or other relief by reason of past infringement of the Patents; 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 Patents and their respective counterparts, divisionals, continuations in whole or in part, reexaminations, reissues, substitutions, renewals, extensions, or other rights obtained through proceedings related to the Patents.
3. Assignor hereby assigns to Assignee all of Assignor’s right, title and interest throughout the world in and to the works identified at Exhibit A (the “Works”), including, without limitation, the copyrights and proprietary rights therein and any renewals and extensions thereof, and further including any and all causes of action for infringement of the same, past, present and future.

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

**INSURANCE TECHNOLOGIES CORPORATION**

Signature: \_\_\_\_\_  
DocuSigned by:  
*Joe Gibson*  
E486A0454639417...

Name: Joe Gibson

Title: CFO

Date: 5/3/2021

**ZYWAVE, INC.**

Signature: \_\_\_\_\_  
DocuSigned by:  
*Joe Gibson*  
E486A0454639417...

Name: Joe Gibson

Title: CFO

Date: 5/3/2021

**EXHIBIT A**


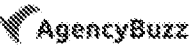
**PATENT**

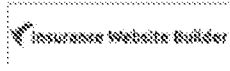

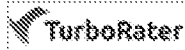
<b>Jurisdiction</b>	<b>Title</b>	<b>No.</b>
U.S.	Systems and Methods for Intelligent Configuration of a Dynamic Interface	10,147,141

**PATENT APPLICATION**

<b>Jurisdiction</b>	<b>Title</b>	<b>No.</b>
U.S.	Systems and Methods for Multifaceted Ranking of Insurance Carriers	14223982
U.S.	Systems and Methods for Intelligent Dynamically Configuring an Intelligent Interface Using Analytics	14/747,800
U.S.	Systems and Methods for Quote Continuation	15/426,890

**REGISTERED TRADEMARKS**

<b>Jurisdiction</b>	<b>Mark</b>	<b>Reg. No.</b>
U.S. (Federal)		4305023
U.S. (Federal)	ACCUAGENCY	4361251
U.S. (Federal)	AGENCYBUZZ	4316337
U.S. (Federal)	AGENCYBUZZ & Design 	4316336
U.S. (Federal)	AGENCYTHRIVE	4361250
U.S. (Federal)	INSURANCE WEBSITE BUILDER	5903325

<b>Jurisdiction</b>	<b>Mark</b>	<b>Reg. No.</b>
U.S. (Federal)	INSURANCE WEBSITE BUILDER & Design 	4312364
U.S. (Federal)	ITC	2403257
U.S. (Federal)	ITC & Design (Color) 	4301362
U.S. (Federal)	SMART HARBOR	5520321
U.S. (Federal)	TURBO RATER	2122652
U.S. (Federal)	TURBORATER	4312361
U.S. (Federal)	TURBORATER & Design 	4312362

### WORKS

<b>Work</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
I.T.C. comparative rater	TX0002437255	1988-10-17
I.T.C. turbo accounting	TX0002439616	1988-10-28
I.T.C. turbo rater farmers flexible universal life rating system	TX0003154489	1991-08-02
ITC advanced comparative rating	TX0002456231	1988-11-21
ITC policy management system	TX0002423170	1988-10-17
ITC quote file management program	TX0002479123	1988-11-21
ITC turbo rater agent rating system / author, Insurance Technologies Corporation	TX0003027894	1991-01-25
Turbo rater	TX0002372909	1988-07-06
Turbo Rater : national flood insurance rating system	TX0003159344	1991-08-02