

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665121

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Katz Insurance Group, LLC		08/01/2021	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Digital Insurance LLC		
Street Address:	200 Galleria Pkwy SE		
Internal Address:	Suite 1950		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30339		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4858224	VIRGINIA MEDICAL PLANS	
CORRESPONDENCE DATA			
Fax Number:	4043659532		
<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:	4042337000		
Email:	mmccaskill@mmmlaw.com		
Correspondent Name:	Montrell McCaskill		
Address Line 1:	3343 Peachtree Road, NE		
Address Line 2:	1600 Atlanta Financial Center		
Address Line 4:	Atlanta, GEORGIA 30326		
ATTORNEY DOCKET NUMBER:	13422-143653		
NAME OF SUBMITTER:	Montrell McCaskill		
SIGNATURE:	/Montrell McCaskill/		
DATE SIGNED:	08/05/2021		
Total Attachments: 6			
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INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

This Intellectual Property Assignment (this "*Assignment*") is entered into as of August 1, 2021, by and between Katz Insurance Group, LLC, a Virginia limited liability company ("*Assignor*"), and Digital Insurance LLC, a Delaware limited liability company ("*Assignee*", together, the "*Parties*" and each, a "*Party*"), pursuant to that certain Asset Purchase Agreement by and among Assignor, Assignee and Jonathan Katz, an individual and resident of Virginia, of even date herewith (the "*Asset Purchase Agreement*"). Capitalized terms not otherwise defined herein shall have the meaning ascribed to them in the Asset Purchase Agreement.

WHEREAS, pursuant to the Asset Purchase Agreement, the Assignor has agreed to sell and the Assignee has agreed to purchase the Purchased Assets, including, but not limited to, the trademarks on **Schedule A** attached hereto (the "*Trademarks*"), the copyrights attached hereto on the same **Schedule A** (the "*Copyrights*"), the patents and patent applications attached hereto on the same **Schedule A** (the "*Patents*"), the domain names on the same **Schedule A** (the "*Domain Names*"), and the service marks attached hereto on the same **Schedule A** (the "*Service Marks*" and collectively with the Trademarks, the Copyrights, the Patents and the Domain Names, the "*Intellectual Property Assets*"); and

WHEREAS, the Assignor and the Assignee desire that the assignment of such rights in Trademarks and Patents be made of record in the United States Patent and Trademark Office (where applicable), the applicable state trademark offices (where applicable), and all foreign trademark offices and any other appropriate governmental or administrative offices as the case may be, and that the assignment of the Copyrights be made of record in the United States Copyright Office, all foreign copyright offices and any other appropriate governmental or administrative office.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, the Parties hereby agree as follows:

ARTICLE I ASSIGNMENT

The Assignor hereby irrevocably sells, assigns, transfers, conveys and delivers to the Assignee and its successors and assigns all of the Assignor's right, title and interest in and to all of the Assignor's Trademarks, Copyrights and Patents and other Seller's Intellectual Property Assets, including the following assignments:

(a) The Assignor hereby assigns, transfers and delivers to the Assignee, all right, title and interest in and to the Trademarks, including all state and common law rights and rights in foreign jurisdictions, together with the goodwill of the business of the Assignor as symbolized by the Trademarks, and the registrations and applications therefor, including all rights to damages and profits, due or accrued, arising out of past infringements of the Trademarks, and the right to sue for and recover the same, free and clear of all liens, claims, security interests and other encumbrances.

(b) The Assignor hereby assigns, transfers and delivers to the Assignee all right, title, and interest in and to the Copyrights including all registrations and applications therefor, as well as all copyrightable work disclosed or described in any such copyright registrations or applications, and any and all copyrights or similar rights, recognized under the laws of the United States of America or any other jurisdiction in the Copyrights, including all rights to damages and profits, due or accrued, arising out of past infringements of the Copyrights, and the right to sue for and recover the same, free and clear of all liens, claims, security interests and other encumbrances. The Assignor hereby waives any claim that the

Assignor has or may have under any theory of moral or natural rights or any rights of attribution under the copyright laws of any jurisdiction with respect to the Copyrights to the extent such waiver is recognizable under the law of the controlling jurisdiction.

(c) The Assignor hereby assigns, transfers and delivers to the Assignee the full, exclusive, and entire right, title, and interest in and to the Patents, including any provisional rights therein, in and to any divisions, continuations, and reissues thereof, and in and to all inventions disclosed and described in any such application and improvements thereof, preparatory to obtaining Letters Patent of the United States therefor; and the Assignor hereby requests the Director of Patents and Trademarks to issue any and all Letters Patent of the United States resulting from any such application, or from a division, continuation or reissue thereof, to the Assignee, as the Assignee, for its interest and for the sole use and benefit of the Assignee and its assigns and legal representatives.

(d) The Assignor hereby assigns, transfers and delivers unto the Assignee the full, exclusive and entire right, title, and interest in and to any foreign patent or application or applications corresponding to said patent or application, in whole or in part, including any provisional rights therein, in countries other than the United States in part, in and to any Letters Patent and similar protective rights granted on such foreign patents or applications, and in and to the right to claim any applicable priority rights arising from or required for such foreign applications under the terms of any applicable conventions, treaties, statutes, or regulations, and hereby request such foreign applications to be filed and issued in the name of the Assignee, or its designee insofar as permitted by applicable law.

(e) The Assignor hereby assigns to the Assignee all right, title and interest in and to the Domain Names.

ARTICLE II COOPERATION AND RECORDATION.

The Assignor hereby agrees to cooperate with the Assignee as reasonably necessary to give full effect to and perfect the rights of the Assignee in the Intellectual Property Assets, and the Assignor agrees to execute and deliver all documents and to take all such other actions as the Assignee or its respective successors or assigns, may reasonably request, to effect the terms of this Assignment and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment, including, without limitation, cooperating fully with the Assignee to perfect the transfer of the Intellectual Property Assets hereunder and, if appropriate, to assure that the transfer of the Intellectual Property Assets is properly recorded at any appropriate administrative agency or registry, including but not limited to, the United States Patent and Trademark Office, all at the sole expense of Assignee. The Assignor further agrees that all necessary records of the Assignor to establish priority of invention in any interference or similar proceeding will be made available at no additional charge to the Assignee, in the event such records are needed in connection with any of the assigned Letters Patent or applications for Letters Patent.

ARTICLE III GOVERNING LAW.

This Assignment shall be governed by and construed in accordance with the laws of the State of Georgia, without regard to the principles of conflicts of laws. In the event that any Proceeding relating to this Assignment or the transactions contemplated hereby is initiated by either Party, each of the Parties (a) submits to the exclusive jurisdiction of the Superior Court of Fulton County, Georgia, in such Proceeding, (b) agrees that all claims in respect of the Proceeding may be heard and determined in any such court, and (c) waive any objection to jurisdiction or venue in any such Proceeding. Each of the Parties waives any

defense of inconvenient forum to the maintenance of any Proceeding so brought and waives any bond, surety or other security that might be required of the other Party with respect to any such Proceeding.

**ARTICLE IV
DELIVERY OF TANGIBLE ITEMS.**

The Assignor shall arrange for prompt delivery to the Assignee of prosecution files, documents and other tangible embodiments of the Intellectual Property Assets, if any, that are in the possession or control of the Assignor.

**ARTICLE V
MAINTENANCE.**

The Assignor agrees that it has, and shall instruct its attorneys and agents who maintain and prosecute the Intellectual Property Assets to take all necessary actions required by the appropriate administrative agency or registry and take all other necessary actions reasonably necessary to keep the Intellectual Property Assets in force and in effect in the interim until the Assignee takes full control over the prosecution and maintenance of the Intellectual Property Assets.

****Signature page follows****

IN WITNESS WHEREOF, the parties hereto have caused this Intellectual Property Assignment to be executed and delivered as of the date first written above:

ASSIGNOR

Katz Insurance Group, LLC

DocuSigned by:
Jonathan Katz
Name: Jonathan Katz
Title: Sole Member and Managing Member

ASSIGNEE

Digital Insurance LLC

DocuSigned by:
Adam Bruckman
Name: Adam Bruckman
Title: President / CEO

SCHEDULE A

Trademarks

See attached.

Domain Names

Katz Owned Domain Names-Go Daddy					
Domain Name	Status	Expiration Date	Auto-renew	Estimated Value	Lock
DCMEDICALPLANS.COM	Active	2/15/2027	On	\$983.00	Locked
MARYLANDMEDICALPLANS.COM	Active	2/15/2027	On	\$794.00	Locked
VAMEDICALPLAN.COM	Active	2/15/2027	On	\$1,488.00	Locked
VAMEDICALPLANS.CO	Active	7/21/2021	On	\$1.00	Locked
VIRGINIAMEDICALPLANS.CO	Active	7/21/2021	On	\$0.00	Locked

Katz BuyDomainNames									
Domain Name	TLD	Create Date	Ownership Date	Expiration Date	Lock	Auto-renew	Status	Renewal Price	Estimated Value
ENROLLMARYLAND.ORG	.ORG	4/1/2010	4/1/2010	4/1/2022	Locked	On	Active	\$13.99	\$321.00
ENROLLUSA.ORG	.ORG	4/1/2010	4/1/2010	4/1/2022	Locked	On	Active	\$13.99	\$797.00
ENROLLVA.COM	.COM	4/1/2010	4/1/2010	4/1/2022	Locked	On	Active	\$15.89	\$1,506.00
ENROLLVIRGINIA.COM	.COM	4/1/2010	4/1/2010	4/1/2022	Locked	On	Active	\$10.89	\$1,685.00
ENROLLVIRGINIA.ORG	.ORG	4/1/2010	4/1/2010	4/1/2022	Locked	On	Active	\$13.99	\$434.00
ENROLLVIRGINIANOW.COM	.COM	11/13/2014	11/13/2014	11/13/2021	Locked	On	Active	\$10.89	\$125.00
NATZINSURANCEGROUP.COM	.COM	11/4/2005	11/15/2007	11/4/2020	Locked	On	Active	\$10.89	\$221.00
KATZINSURANCEGRP.COM	.COM	11/19/2007	11/19/2007	11/19/2020	Locked	On	Active	\$10.89	\$325.00
QUOTEBLUECROSS.COM	.COM	5/5/2009	5/5/2009	5/5/2022	Locked	On	Active	\$10.89	\$1,164.00
VAMEDICALPLAN.NET	.NET	4/23/2011	4/23/2011	4/23/2023	Locked	On	Active	\$13.99	\$135.00
VAMEDICALPLAN.ORG	.ORG	4/23/2011	4/23/2011	4/23/2023	Locked	On	Active	\$13.99	\$177.00
VAMEDICALPLANS.COM	.COM	4/2/2005	7/10/2007	4/2/2024	Locked	On	Active	\$10.89	\$1,774.00
VAMEDICALPLANS.NET	.NET	10/2/2009	10/2/2009	10/2/2024	Locked	On	Active	\$13.99	\$435.00
VAMEDICALPLANS.ORG	.ORG	10/2/2009	10/2/2009	10/2/2024	Locked	On	Active	\$13.99	\$534.00
VAPLANS.COM	.COM	2/25/2011	2/25/2011	2/25/2022	Locked	On	Active	\$10.89	\$1,385.00
VIRGINIAMEDICALPLAN.ORG	.ORG	4/23/2011	4/23/2011	4/23/2023	Locked	On	Active	\$13.99	\$161.00
VIRGINIAMEDICALPLANS.COM	.COM	4/2/2005	10/15/2007	4/2/2025	Locked	On	Active	\$10.89	\$1,591.00
VIRGINIAMEDICALPLANS.NET	.NET	4/23/2011	4/23/2011	4/23/2023	Locked	On	Active	\$13.99	\$192.00
VIRGINIAMEDICALPLANS.ORG	.ORG	4/23/2011	4/23/2011	4/23/2023	Locked	On	Active	\$13.99	\$375.00

Copyrights

None.

Patents

None.

United States of America

United States Patent and Trademark Office

Virginia Medical Plans

Reg. No. 4,858,224

Registered Nov. 24, 2015

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

KATZ INSURANCE GROUP, LLC (VIRGINIA LIMITED LIABILITY COMPANY), DBA
VIRGINIA MEDICAL PLANS
1404 NORTHPOINT GLEN COURT
HERNDON, VA 20170

FOR: BROKERAGE IN THE FIELD OF HEALTH AND LIFE INSURANCE; INSURANCE
BROKERAGE; INSURANCE BROKERAGE IN THE FIELD OF HEALTH AND LIFE INSUR-
ANCE; INSURANCE BROKERAGE SERVICES; INSURANCE INFORMATION AND CON-
SULTANCY; LIFE INSURANCE BROKERAGE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-2-2005; IN COMMERCE 4-2-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEDICAL PLANS", APART
FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 86-566,520, FILED 3-17-2015.

JOHN SCHUYLER YARD, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office