

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM675404

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lorica, LLC		08/30/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Assurant, Inc.		
Street Address:	28 Liberty Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	5966621	LORI	
Registration Number:	5900733	LORI	
Registration Number:	5900734	LORI	
Registration Number:	5935176	LORI	
Registration Number:	5935175	LORI	
Registration Number:	5900735	LORI	
Registration Number:	5900736	LORI	
Registration Number:	5994912	LORI SMART(ER) PHONE PROTECTION	
Registration Number:	5994910	LORI SMART(ER) PHONE PROTECTION	
Registration Number:	5994911	LORI SMART(ER) PHONE PROTECTION	
Registration Number:	5966617		
Registration Number:	5906717		
Registration Number:	5900732		
Registration Number:	5935174		
Serial Number:	88510214	LORI	
CORRESPONDENCE DATA			
Fax Number:	7044441111		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 7044441124
Email: elaine.hunt@alston.com
Correspondent Name: Michele M. Glessner
Address Line 1: Alston & Bird LLP
Address Line 2: 101 South Tryon Street, Suite 4000
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Elaine B. Hunt
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SIGNATURE:	/Elaine B. Hunt/
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DATE SIGNED:	09/20/2021
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective as of the _____ day of _____, ^{8/30/2021} _____, by and between **Lorica, LLC**, a Delaware limited liability company having a principal place of business at 8600 W. Bryn Mawr Ave, Suite 440N, Chicago, IL. 60631 (hereinafter referred to as the "ASSIGNOR") and **Assurant, Inc.**, a Delaware corporation having a principal place of business at 28 Liberty Street, New York, NY 10005 (hereinafter referred to as "ASSIGNEE") (collectively, the "Parties"); and

WHEREAS, ASSIGNOR is the exclusive and record owner of the entire right, title, and interest in and to the trademarks and the corresponding registrations identified in Exhibit A attached hereto (collectively, the "Trademarks"), together with the goodwill established by use of the Trademarks;

WHEREAS, ASSIGNEE is desirous of acquiring the Trademarks;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE the entire right, title, and interest in and to the Trademarks and the associated usage and goodwill, including all rights of action against third parties for past, present and future infringement or other unauthorized use of the Trademarks, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

ASSIGNOR hereby warrants and covenants that it has the full power and authority to convey the rights, title, goodwill, and interest herein assigned, transferred, and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed worldwide.

This Assignment constitutes the entire agreement between ASSIGNOR and ASSIGNEE

with respect to the subject matter hereof. No modification or waiver or any amendment to any provision of this Assignment shall be binding upon either party unless it is made in writing and signed by both Parties.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE, intending to be legally bound, have caused this Assignment to be executed by their respective duly authorized officers.

ASSIGNOR

Lorica, LLC

DocuSigned by:
Biju Nair
AC5CCCE555D68423...

By: Biju Nair
Title: President

ASSIGNEE

Assurant, Inc.

By:
Title:

This Assignment constitutes the entire agreement between ASSIGNOR and ASSIGNEE with respect to the subject matter hereof. No modification or waiver or any amendment to any provision of this Assignment shall be binding upon either party unless it is made in writing and signed by both Parties.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE, intending to be legally bound, have caused this Assignment to be executed by their respective duly authorized officers.

ASSIGNOR

Lorica, LLC

.....
By:

Title:

ASSIGNEE

Assurant, Inc.



.....
By: Gregory Joseph DeChurch
Title: Deputy General Counsel

EXHIBIT A

Trademark	Registration No.
LORI	5,966,621
LORI	5,900,733
LORI	5,900,734
LORI	5,935,175
LORI & Stack Diamond Design (in color)	5,935,176
LORI & Stack Diamond Design (in color)	88/510,214
LORI & Stack Diamond Design (in color)	5,900,735
LORI & Stack Diamond Design (in color)	5,900,736
LORI SMART(ER) PHONE PROTECTION	5,994,912
LORI SMART(ER) PHONE PROTECTION	5,994,910
LORI SMART(ER) PHONE PROTECTION	5,994,911
Stacked Diamond Design	5,966,617
Stacked Diamond Design	5,906,717
Stacked Diamond Design	5,900,732
Stacked Diamond Design	5,935,174