

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM676391

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Secure Life Financial, Inc.		08/01/2021	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Acrisure, LLC		
Street Address:	5664 Prairie Creek Drive SE		
City:	Caledonia		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4803656	SECURE LIFE FINANCIAL	
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:	816-474-6550		
Email:	tweber@shb.com		
Correspondent Name:	Shook, Hardy & Bacon LLP		
Address Line 1:	2555 Grand Blvd.		
Address Line 4:	Kansas City, MISSOURI 64108		
NAME OF SUBMITTER:	Teddi K. Weber		
SIGNATURE:	/Teddi K. Weber/		
DATE SIGNED:	09/23/2021		
Total Attachments: 2			
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OP \$40.00 4803656

TRADEMARK ASSIGNMENT


WHEREAS, Secure Life Financial, Inc. d/b/a Secure Life Financial, a Florida corporation, whose address is 15280 NW 79th Court Suite #103, Miami Lakes, FL 33016 (“Assignor”), is the recorded owner of the entire right, title and interest in and to the trademark listed on the attached Schedule A (the “Trademark”).

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark by virtue of its use in commerce, to Acrisure, LLC, a Michigan limited liability company, whose registered address is 5664 Prairie Creek Drive SE, Caledonia, Michigan 49316 (“Assignee”).


NOW, THEREFORE, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 1st day of August, 2021.

SECURE LIFE FINANCIAL, INC.
d/b/a SECURE LIFE FINANCIAL,
a Florida Corporation

By: 
Name: Fernando Espinosa
Title: President

SCHEDULE A

Citation	Image	Application/ Registration Number	Status	Goods and Services	Owner Name
Federal Results					
SECURE LIFE FINANCIAL	 The logo for Secure Life Financial, featuring a stylized tree or mountain shape above the text "SECURE LIFE FINANCIAL".	App 86512353 Reg 4803656	Registered	INT. CL. 36 INSURANCE AGENCIES; ISSUANCE OF LIFE, HEALTH, DISABILITY, ACCIDENT, CAR, HOME AND FIRE INSURANCE	SECURE LIFE FINANCIAL, INC.

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