

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM679202

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ARAG Insurance Company		10/05/2021	Corporation: IOWA
RECEIVING PARTY DATA			
Name:	ARAG North America Incorporated		
Street Address:	500 Grand Avenue, Suite 100		
City:	Des Moines		
State/Country:	IOWA		
Postal Code:	50309		
Entity Type:	Corporation: IOWA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3974607	CASEASSIST	
Registration Number:	4016856	DIY DOCS	
Registration Number:	5455469	LEGAL NOW	
Registration Number:	2745238	LEGALRX	
Registration Number:	3831842	MY STORY	
Registration Number:	3439752	SENIORADVOCATE	
Registration Number:	2473645	ULTIMATEADVISOR	
Registration Number:	4328192	ULTIMATEDEFENDER	
CORRESPONDENCE DATA			
Fax Number:	5152833108		
<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:	5156455502		
Email:	ptomail@nyemaster.com		
Correspondent Name:	Wendy K. Marsh		
Address Line 1:	700 Walnut Street, Suite 1600		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	2273100-2000		
NAME OF SUBMITTER:	Wendy K. Marsh		

OP \$215.00 3974607

SIGNATURE:	/Wendy K. Marsh/
DATE SIGNED:	10/06/2021
Total Attachments: 2 source=ARAG Trademark Assignment#page1.tif source=ARAG Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment Agreement is made by and between:

ARAG Insurance Company, an Iowa corporation organized and existing under the laws of Iowa, located at 500 Grand Avenue, Suite 100, Des Moines, Iowa 50309 (the "Assignor");
AND

ARAG North America Incorporated, an Iowa corporation organized and existing under the laws of Iowa, located at 500 Grand Avenue, Suite 100, Des Moines, Iowa 50309 (the "Assignee").

The Assignor and the Assignee are hereinafter referred to, individually, as "Party" and collectively, as "Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the following federal trademark registrations:


<u>Trademark</u>	<u>Registration No.</u>
CASEASSIST	3,974,607
DIY DOCS	4,016,856
LEGAL NOW	5,455,469
LEGALRX	2,745,238
MY STORY	3,831,842
SENIORADVOCATE	3,439,752
ULTIMATEADVISOR	2,473,645
ULTIMATEDEFENDER	4,328,192

WHEREAS, the Assignee desires to acquire from the Assignor the Trademark Registrations in accordance with the terms and conditions of this Agreement.

NOW THEREFORE, the Parties hereto agree as follows:

For and in consideration of the sum of 1 US dollar (one US dollar only) paid by the Assignee to the Assignor (the receipt of which is hereby acknowledged), the Assignor does hereby assign to the Assignee all rights, title and interests derived from and in connection with the Trademarks, including the goodwill associated with the Trademarks.

For and on behalf of the Assignor:

Signature:  _____

Position: General Counsel _____

Date: 10/5/2021 _____