

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM683794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/01/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kaercher Insurance Agency Inc.		10/25/2021	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Kaercher Insurance, An Alera Group Agency, LLC		
Street Address:	Three Parkway North, Suite 500		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4865434	YOUR WORLD IS OUR WORLD	
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:	6172613115		
Email:	botrademarks@klgates.com		
Correspondent Name:	David J. Byer		
Address Line 1:	One Lincoln Street		
Address Line 4:	Boston, MASSACHUSETTS 02111		
NAME OF SUBMITTER:	David J. Byer		
SIGNATURE:	/David J. Byer/		
DATE SIGNED:	10/26/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This *nunc pro tunc* Trademark Assignment ("Trademark Assignment") is effective as of June 1, 2018 (the "Effective Date").

WHEREAS, Kaercher Insurance Agency Inc., a Nevada corporation, ("Assignor") desires to transfer to Kaercher Insurance, An Alera Group Agency, LLC, a Delaware limited liability company with a principal business address of Three Parkway North, Suite 500, Deerfield, IL 60015-2567 ("Assignee") all right, title and interest in and to the trademark and registration YOUR WORLD IS OUR WORLD, U.S. Registration No. 4,865,434, and all rights, including common law rights associated therewith, together with the goodwill arising from use of and symbolized by said trademark (the "Trademark") in all countries of the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, the Assignor hereby assigns, transfers, sells, conveys and delivers to the Assignee and its successors, and assigns all right, title and interest in and to the Trademark in the United States, including, without limitation, the goodwill of the business appurtenant thereto and which is symbolized thereby, that portion of the business to which the Trademark pertains, including the right to license the trademark to others and the right to renew any registration for the Trademark, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assignees, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, *nunc pro tunc* to June 1, 2018.

Assignor authorizes Assignee to record and/or file this Trademark Assignment in the United States Patent and Trademark office and with any other government agency where it may be required.

This Trademark Assignment shall be governed by and construed in accordance with the laws of the United States of America, without regard to conflict of law principles.

ASSIGNOR: KAERCHER INSURANCE AGENCY INC.

Dated: October 25, 2021

By: 

Name: James Porrello

Title: Senior Vice President COO

ASSIGNEE: KAERCHER INSURANCE, AN ALERA GROUP AGENCY, LLC

Dated: October 25, 2021

By: 

Name: James Porrello

Title: Managing Partner