

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM708572

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Communications Agency, Inc.		10/01/2021	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Alera Group, Inc.		
Street Address:	3 Parkway North, Suite 500		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90826018	WELL-BEING MOMENTS	
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:	02/15/2022		
Total Attachments: 5			
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CH \$40.00 90826018

ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY (this “**Agreement**”) is entered into as of October 1, 2021, by and between Blue Communications Agency, Inc., a Wisconsin corporation (the “**Assignor**”), and Alera Group, Inc., a Delaware corporation (“**Assignee**”). All capitalized terms used herein and not otherwise described herein shall have the meanings ascribed to such terms in the Asset Purchase Agreement (as defined below).

WHEREAS, pursuant to the Asset Purchase Agreement dated as of the date hereof (the “**Asset Purchase Agreement**”), by and among Assignee, Assignor and the Seller Principal party thereto, Assignee is acquiring all of the Seller Intellectual Property.

NOW, THEREFORE, for and in consideration of the mutual covenants contained herein and contained in the Asset Purchase Agreement, the parties hereto agree as follows:

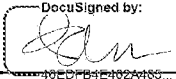
1. Assignor hereby sells, conveys, grants, transfers, assigns, releases and delivers to Assignee all of the Assignor’s right, title and interest in and to the Seller Intellectual Property, except for any Excluded Assets, including all of Assignor’s goodwill associated therewith, all remedies against infringements thereof, and all claims, causes of action, rights of recovery and rights of set-off of any kind (including all damages and payments for past, present or future infringement or misappropriation of Seller Intellectual Property and the right to sue and recover for past infringements or misappropriations of Seller Intellectual Property, except with respect to any Excluded Assets).
2. Assignee hereby accepts the transfer and assignment of the Seller Intellectual Property.
3. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and all of which shall constitute one agreement.
4. This Agreement shall be governed and construed by and enforced in accordance with the laws of the State of Delaware, without regard to the conflicts of law provisions thereof, and shall be binding upon, inure to the benefit of and be enforceable by and against the parties hereto and their respective successors and assigns.
5. To the extent there is any inconsistent language or conflict between the Asset Purchase Agreement and this Agreement, the terms of the Asset Purchase Agreement shall govern.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned have caused their duly authorized officers to execute this Assignment of Intellectual Property as of the date first set forth above.

ASSIGNOR:

BLUE COMMUNICATIONS AGENCY, INC.

By:  _____
Name: Pamela Duffy
Title: President

ASSIGNEE:

ALERA GROUP, INC.

By: _____
Name: Alan J. Levitz
Title: Chief Executive Officer

IN WITNESS WHEREOF, the undersigned have caused their duly authorized officers to execute this Assignment of Intellectual Property as of the date first set forth above.

ASSIGNOR:

BLUE COMMUNICATIONS AGENCY, INC.

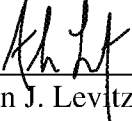
By: _____

Name: Pamela Duffy

Title: President

ASSIGNEE:

ALERA GROUP, INC.

By:  _____

Name: Alan J. Levitz

Title: Chief Executive Officer

Schedule 1.2(c)

Intellectual Property


Domain names:

Domain	Client	Registered Owner
securitasguardbenefits.com	Securitas	Seller Principal
securitasofficerbenefits.com	Securitas	Seller Principal
securitasadminbenefits.com	Securitas	Seller Principal
securitashrbenefits.com	Securitas	Seller Principal
canadabenefitsataecom.com	AECOM Canada	Seller Principal
wellbeingataecom.com	AECOM Global	Seller Principal
benefitsataecom.com	AECOM Canada	Seller Principal
aecomwellbeing.com	AECOM	Seller Principal
myaecombenefitsapps.com	AECOM US	Seller Principal
aecombenefits.com	AECOM US	Company
aecombenefitsonline.com	AECOM	Seller Principal
canadabenefitsataecom.com	AECOM Canada	Seller Principal
bluecommunications.com	N/A	Seller Principal
lifeatblue.com	N/A	Company
bluecommunicationsagency.com	N/A	Seller Principal
wellhello.blue	N/A	Company
imagination.blue	N/A	Company
mymomenttobewell.com	AECOM	Company
bluewb.com	N/A	Seller Principal

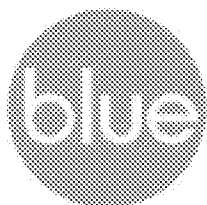
Trademarks:

The following trademarks are registered to Pamela Duffy (except the "WELL-BEING MOMENTS" application, which is in the name of the Company):

FILE NO.	MARK	CLASS	SERIAL NO. FILE DATE:	REG. NO. ISSUE DATE	STATUS
129027 - 001US 001	BLUE COMMUNICATIONS	Class 35 - Advertising agencies specializing in marketing strategies for employee branding and communication including human resources initiatives, healthcare and wellness programs, retirement plans, and new company programs; Creative marketing design services; Development of marketing strategies and concepts; Marketing consulting, namely, design and development of business to business marketing campaigns and employee communications campaigns for others.	86881001 1/20/16	5035515 9/6/16	Section 8 & 15 Affidavits due between 9/6/21 and 9/6/22 Renewal due between 9/6/25 and 9/6/26 First use: 1998

FILE NO.	MARK	CLASS	SERIAL NO. FILE DATE:	REG. NO. ISSUE DATE	STATUS
129027 - 002US 001	USE OUR IMAGINATION	Class 35 - Advertising agencies specializing in marketing strategies for employee branding and communication including human resources initiatives, healthcare and wellness programs, retirement plans, and new company programs; Creative marketing design services; Development of marketing strategies and concepts; Marketing consulting, namely, design and development of business to business marketing campaigns and employee communications campaigns.	86881075 1/20/16	5031317 8/30/16	Section 8 & 15 Affidavits filed 8/30/21 Renewal due between 8/30/25 and 8/30/26
129027 - 003US 001	WELL HELLO	Class 41 – Digital interactive computer platform to promote health and well-being of employees and their families	90685123 4/30/21 USE	N/A	Pending First use 4/23/21
129027 - 005US 001	WELL-BEING MOMENTS	35 - Promoting awareness of the benefits of making health, wellness and nutritional changes in daily living to enable businesses to increase productivity and lower health care costs	90826018 7/13/21 USE	N/A	Applicant: Blue Communications Agency Inc. (Wisconsin Corp) 32510 Road 400, Coarsegold, CA 93614 First Use 5/1/21
129027 - 006US 001		Class 35 - Advertising agencies specializing in marketing strategies for employee branding and communication including human resources initiatives, healthcare and wellness programs, retirement plans, and new company programs; Creative marketing design services; Development of marketing strategies and concepts; Marketing consulting, namely, design and development of business to business marketing campaigns and employee communications campaigns for others	97005015 8/31/21 USE	N/A	Pending First Use 6/30/19; prior use in another form 5/31/97
129027 - 007US 001	BLUE	Class 35 - Advertising agencies specializing in marketing strategies for employee branding and communication including human resources initiatives, healthcare and wellness programs, retirement plans, and new company programs; Creative marketing design services; Development of marketing strategies and concepts; Marketing consulting, namely, design and development of business to business marketing campaigns and employee communications campaigns for others	97008535 9/2/21 USE	N/A	Pending First Use 5/31/97 Use Commerce: 12/15/96

Design mark:



(design mark)