

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM708577

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pamela Duffy		10/01/2021	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alera Group, Inc.		
<b>Street Address:</b>	3 Parkway North, Suite 500		
<b>City:</b>	Deerfield		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60015		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90685123	WELL HELLO	
<b>Serial Number:</b>	97005015	BLUE	
<b>Serial Number:</b>	97008535	BLUE	
<b>Registration Number:</b>	5035515	BLUE COMMUNICATIONS	
<b>Registration Number:</b>	5031317	USE OUR IMAGINATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	6172613115		
<b>Email:</b>	botrademarks@klgates.com		
<b>Correspondent Name:</b>	David J. Byer		
<b>Address Line 1:</b>	One Lincoln Street		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02111		
<b>NAME OF SUBMITTER:</b>	David J. Byer		
<b>SIGNATURE:</b>	/David J. Byer/		
<b>DATE SIGNED:</b>	02/15/2022		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF UNITED STATES TRADEMARKS

**WHEREAS**, Pamela Duffy, an individual, having a principal place of business at 32510 Road 400, Coarsegold, CA 93614 (the "Assignor"), has adopted, used and is using the trademarks, directly and/or via licensee, which are registered and pending in the United States Patent and Trademark Office as set forth on annexed Schedule A (the "Trademarks"); and

**WHEREAS**, Alera Group, Inc., a Delaware corporation, having an address of 3 Parkway North, Suite 500, Deerfield, IL 60015 (the "Assignee"), is desirous of acquiring all right, title and interest in and to the Trademarks, including any choses in action relating to said Trademarks, together with the goodwill of the business symbolized by the Trademarks and the registration thereof as set forth on annexed Schedule A; and

**WHEREAS**, pursuant to the Asset Purchase and Contribution Agreement dated as of the date hereof (the "Asset Purchase Agreement"), by and among Assignee, Assignor, Blue Communications Agency, Inc., a Wisconsin corporation, and the other parties thereto, Assignee is acquiring all of the Seller Intellectual Property identified on annexed Schedule A be made the matter of record in the United States Patent and Trademark Office.

**NOW, THEREFORE**, for the good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademarks, including any choses in action relating to said Trademarks, claims for damages, profits and costs, both in equity and law, for any infringement of said Trademarks rights accruing on or before the date of the Assignment, together with the goodwill of the business symbolized by the Trademarks, and including the registration thereof as set forth on annexed Schedule A.

[Signature page follows]

**IN WITNESS WHEREOF**, Assignor has caused these presents to be signed this 1<sup>st</sup> day of October, 2021.

By:   
Pamela Duffy, Assignor

*[Signature page to Assignment of Trademarks]*

**SCHEDULE A**

**Issued Registrations**

<u>Mark</u>	<u>Reg. No.</u>	<u>Issued</u>
BLUE COMMUNICATIONS	5035515	9/6/2016
USE OUR IMAGINATION	5031317	8/30/2016

**Pending Applications**

<u>Mark</u>	<u>Serial No.</u>	<u>Filed</u>
WELL HELLO	90685123	4/30/2021
Blue and Design	97005015	8/31/2021
BLUE	97008535	9/2/2021