

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM745634

<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>
Michael Baker		08/03/2022	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SPECIAL INSURANCE SERVICES, INC.		
<b>Street Address:</b>	401 W. Fayette Ave.		
<b>City:</b>	Springfield		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	62704		
<b>Entity Type:</b>	Corporation: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5127955	SHIELD U INSURANCE GROUP	
<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>	6305496646		
<b>Email:</b>	ivys@StevenIvy.com		
<b>Correspondent Name:</b>	Steven Ivy		
<b>Address Line 1:</b>	2600 OAK ST.		
<b>Address Line 2:</b>	#1541		
<b>Address Line 4:</b>	Saint Charles, ILLINOIS 60175		
<b>NAME OF SUBMITTER:</b>	Steven Ivy		
<b>SIGNATURE:</b>	/Steven Ivy/		
<b>DATE SIGNED:</b>	08/03/2022		
<b>Total Attachments: 1</b>			
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OP \$40.00 5127955

## Trademark Assignment

WHEREAS, Michael Baker, an individual residing in the State of Illinois, with mailing address 4230 C Westbrook Drive Aurora, Illinois 60504 (the "Assignor"), adopted, owns, and is using the mark SHIELD U INSURANCE GROUP plus design (the "Mark");

WHEREAS, Assignor in order to protect its exclusive rights to the Mark, registered the Mark with the United States Patent and Trademark Office on January 24, 2017 (the "Registration Date"), and was assigned a U.S. Registration Number 5127955 (the "Mark's Registration"), in an International Class 36, for the following goods and services:

*Insurance services in the nature of loss control management for others; Insurance services, namely, insurance eligibility review and verification and consultation in the compensation, life, property, casualty, disability, liability, accident, business industry; Insurance services, namely, underwriting extended warranty contracts in the field of compensation, life, property, casualty, disability, liability, accident, business; Insurance services, namely, underwriting compensation, life, property, casualty, disability, liability, accident, business insurance; Insurance services, namely, underwriting, issuing and administration of life insurance; Insurance services, namely, viatical settlement services, life settlement services for insurance policyholders, and senior settlement services for insurance policyholders; Insurance services, namely, writing multi-peril crop insurance, crop hail insurance and re-insurance underwriting in the fields of crop and international business; Insurance services, namely, writing property and casualty insurance; Insurance actuarial services; Insurance administration services, namely, assisting others with adjusting insurance claims; Insurance administration services, namely, assisting others with collecting insurance premiums; Insurance and financial information and consultancy services; Insurance brokerage services; Insurance carrier services; Insurance consultancy services, namely, providing advice in the field of property and casualty insurance; Insurance underwriting services for all types of insurance; Payment processing services in the field of compensation, life, property, casualty, disability, liability, accident, business payments; Providing insurance premium rate quotes via on-line, telephone and mail means.*


WHEREAS, SPECIAL INSURANCE SERVICES, INC., an Illinois corporation, with mailing address 401 W. Fayette Ave., Springfield, IL 62704 (the "Assignee" and collectively with Assignor the "Parties"), desires to acquire from Assignor, and Assignor agrees to assign to Assignee, the Mark and the Mark's Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

### ASSIGNMENT

Assignor hereby sells, assigns and transfers to Assignee all right, title, interest, and the goodwill of the business symbolized by the Mark, along with the Mark's Registration, for its full term, including any renewals thereof, effective as of August 3, 2022.

Dated: August 3, 2022

  
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Signature

Michael Baker - Registrant / Assignor

Printed Name & Title