

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900716211

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
B2Z Insurance Inc.		08/24/2022	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Acrisure, LLC
Street Address:	100 Ottawa Avenue, SW
City:	Grand Rapids
State/Country:	MICHIGAN
Postal Code:	49503
Entity Type:	Limited Liability Company: MICHIGAN

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	97346859	COVERAGE TUNE-UP
Serial Number:	97346849	B2Z COVERAGE TUNE-UP
Serial Number:	90843533	YOUR ONE-STOP-SHOP FOR SMALL BUSINESS IN
Registration Number:	6691152	SMALL BUSINESS INSURANCE MEETS DIGITAL I
Registration Number:	6599098	
Registration Number:	6472673	DIYA
Registration Number:	6457008	
Registration Number:	6457007	B2Z INSURANCE
Serial Number:	88924527	B2Z
Registration Number:	6591546	BUILT TO BE BETTER FOR BUSINESS

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 9542909937

Email: nawtmdocket@shb.com

Correspondent Name: Natalie A. Ward

Address Line 1: 2555 Grand Blvd.

Address Line 2: Shook, Hardy & Bacon LLP

Address Line 4:	Kansas City, MISSOURI 64108
NAME OF SUBMITTER:	Natalie A. Ward
SIGNATURE:	/Natalie A. Ward/
DATE SIGNED:	10/12/2022
Total Attachments: 4 source=Acrisure - Trademark Assignment for B2Z Insurance Inc. (Executed)#page1.tif source=Acrisure - Trademark Assignment for B2Z Insurance Inc. (Executed)#page2.tif source=Acrisure - Trademark Assignment for B2Z Insurance Inc. (Executed)#page3.tif source=Acrisure - Trademark Assignment for B2Z Insurance Inc. (Executed)#page4.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this “Assignment”) dated August 24, 2022 (the “Effective Date”), by and between B2Z Insurance Inc., a Delaware corporation, whose address is 425 North Martingale Road, Suite 1310, Schaumburg, Illinois 60173 (“Assignor”), and Acrisure, LLC, a Michigan limited liability company, whose registered address is 100 Ottawa Avenue, SW, Grand Rapids, Michigan 49503 (“Assignee”). Assignor and Assignee are referred to herein each as a “Party” and collectively, the “Parties”. Capitalized terms not otherwise defined herein shall have the respective meanings ascribed to them in the Purchase Agreement (as defined below).

RECITALS

WHEREAS, Assignor is the recorded owner of the entire right, title and interest in and to the trademarks listed on the attached Schedule A (the “Trademarks”).

WHEREAS, pursuant to that certain Asset Purchase Agreement, dated and effective as of the Effective Date (the “Purchase Agreement”), by and among Assignor, Assignee, and the other parties thereto, Assignee has agreed to purchase from Assignor, and Assignor has agreed to sell, assign, transfer, convey, and deliver to Assignee, all of Assignor’s right, title, and interest in, to, and under the Purchased Assets, upon the terms and subject to the conditions of the Purchase Agreement;

WHEREAS, pursuant to the terms hereof and of the Purchase Agreement and in connection with the Assignee’s acquisition of the Purchased Assets, including, but not limited to, the Trademarks, Assignee has agreed to acquire, and Assignor has agreed to assign, transfer, and convey its entire right, title and interest in, to, and under the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including any and all common law rights associated with the Trademarks by virtue of its use in commerce;

WHEREAS, Assignor has secured all right, title, and interest in and to the Trademarks, and pursuant to the terms hereof and of the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title, and interest in, to, and under the Trademarks;

WHEREAS, the assignment of the Trademarks hereunder is being made in connection with the assignment and/or transfer of that portion of the Assignor’s business to which the Trademarks pertain and relate, and such business is ongoing and existing;

NOW, THEREFORE, in view of the terms and conditions herein and in the Purchase Agreement, and for good and valuable consideration, the receipt, adequacy, and legal sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of

Assignee. The assignment and/or transfer of the Trademarks is made together with the assignment and/or transfer of that portion of the Assignor's business to which the Trademarks pertain or relate, and such business is ongoing and existing.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 24th day of August, 2022.

B2Z INSURANCE INC.

DocuSigned by:

Kuldeep Malik

By: _____

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Name: Kuldeep Malik

Title: President

SCHEDULE A

Owner	Trademark	Application No.	Application Date	Registration No.	Registration Date	Status
B2Z Insurance Inc.	Coverage Tune-Up	97/346859	April 5, 2022	-	-	Pending Intent-to-Use
B2Z Insurance Inc.	B2Z Coverage Tune-Up	97/346849	April 5 2022	-	-	Pending Intent-to-Use
B2Z Insurance Inc.	Your One-Stop-Shop For Business Insurance	90/843533	July 22, 2021	-	-	Pending Filed Use Date of First Use July 19, 2021
B2Z Insurance Inc.	Small Business Insurance Meets Digital Intelligence	90/651049	January 18, 2022	6691152	April 5, 2022	Registered Renewal Due April 5, 2028
B2Z Insurance Inc.		90/265710	October 20, 2020	6599098	December 21, 2021	Registered Renewal Due December 21, 2027
B2Z Insurance Inc.	Built To Be Better For Business	90/124065	January 19, 2021	6591546	December 14, 2021	Registered Renewal Due December 14, 2027
B2Z Insurance Inc.	DIYA	90/124120	August 19, 2020	6472673	August 31, 2021	Registered Renewal Due August 31, 2027
B2Z Insurance Inc.		88/924544	May 20, 2020	6457008	August 17, 2021	Registered Renewal Due August 17, 2027
B2Z Insurance Inc.	B2Z Insurance	88/924534	May 20, 2020	6457007	August 17, 2021	Registered Renewal Due August 17, 2027
B2Z Insurance Inc.	B2Z	88/924527	May 20, 2020	6457006	August 17, 2021	Registered Renewal Due August 17, 2027
B2Z Insurance Inc.	B2Z Insurance, Inc.	-	-	-	-	Common Law Date of First Use May 20, 2020

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TRADEMARK

RECORDED: 08/25/2022

REEL: 007819 FRAME: 0747