

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM755762

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FCOA, LLC		09/14/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Foremost Insurance Company Grand Rapids, Michigan		
Street Address:	5600 BEECH TREE LANE		
City:	CALEDONIA		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	Insurer: MICHIGAN		
PROPERTY NUMBERS Total: 37			
Property Type	Number	Word Mark	
Registration Number:	2414933	FOREMOST	
Registration Number:	1461303	F	
Registration Number:	0922576	MOBILOWNERS	
Registration Number:	5126094	THE LANDLORD AND RENTAL PROPERTY INSURAN	
Registration Number:	4276496	WESTERN STAR	
Registration Number:	4224479	THE FOREMOST INSURANCE GUY	
Registration Number:	5204859	FOREMOST MEANS MORE	
Registration Number:	5149286	FOREMOST EDUCATION	
Registration Number:	5037753	RIDING NAKED?	
Registration Number:	5037652	COVER YOUR TAILPIPE	
Registration Number:	4950672	SOCIAL MEDIA SUITCASE	
Registration Number:	5133734	HITCH IN YOUR PITCH	
Registration Number:	5133612	FOREMOST CHOICE	
Registration Number:	5517733	A BETTER INSURANCE EXPERIENCE.	
Registration Number:	5802145	KRAFT LAKE INSURANCE AGENCY	
Registration Number:	5802146	KRAFT LAKE INSURANCE AGENCY	
Registration Number:	6170176	A BETTER INSURANCE EXPERIENCE	
Registration Number:	1830592	FF	
Registration Number:	1975797	FF	
		TRADEMARK	

OP \$940.00 2414933

Property Type	Number	Word Mark
Registration Number:	2414934	F
Registration Number:	2307002	
Registration Number:	2154409	FOREMOST
Registration Number:	1821706	FOREMOST
Registration Number:	1403411	FOREMOST
Registration Number:	1900833	FOREMOST
Registration Number:	1896463	FOREMOST BASICS
Registration Number:	1911781	FOREMOST EXPRESS
Registration Number:	2894849	FOREMOST INSURANCE SERVICE CENTER
Registration Number:	2621938	FOREMOSTSTAR
Registration Number:	1936293	FIRST AND FOREMOST
Registration Number:	2907797	EXPRESSTAR
Registration Number:	2909450	MY GREAT HOME
Registration Number:	3037369	FOREMOST CLASSIC
Registration Number:	1752876	TRAVELINE
Registration Number:	3401596	TAKE FOREMOST ALONG FOR THE RIDE.
Registration Number:	3820713	FOREMOST OUTDOORS
Registration Number:	3633927	KRAFT LAKE

CORRESPONDENCE DATA

Fax Number: 7136515246

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: 713-651-5151

Email: aoipdocket@nortonrosefulbright.com

Correspondent Name: Andrea K. Shannon

Address Line 1: 1301 McKinney St, Suite 5100

Address Line 4: Houston, TEXAS 77010

ATTORNEY DOCKET NUMBER:	1000231423
NAME OF SUBMITTER:	Andrea K. Shannon
SIGNATURE:	/Andrea K. Shannon/
DATE SIGNED:	09/16/2022

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, FCOA, LLC, a Delaware limited liability company having a business address of 5600 Beech Tree Lane, Caledonia, MI 49316 (“**Assignor**”), is the current registered owner of the trademarks listed in the attached Schedule A on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein (the “**Marks**”);

WHEREAS, Foremost Insurance Company Grand Rapids, Michigan is a Michigan insurer having an address of 5600 Beech Tree Lane, Caledonia, MI 49316 (“**Assignee**”) and is the parent of Assignor,

WHEREAS, Assignee, as the parent of Assignor, now desires to directly own the Marks, and Assignor desires to transfer ownership of the Marks to Assignee;

NOW THEREFORE, Assignor agrees to Assign and Assignee agrees to receive pursuant to the terms of this Agreement, and Assignor hereby transfers, releases and assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks and the applications and registrations thereof, with any state or common law rights in the Marks, the right of priority, and all claims for damages by reason of past infringement of the Marks and the respective applications and registrations, with the right to sue for and collect the same for its own use and on behalf of and for the use and behalf of its successors, assigns and other legal representatives.

[Signature Page Follows]

ASSIGNOR:

Dated: September 14th, 2022

FCOA, LLC

By: *Doren Hohl*

Title: Assistant Secretary

Name: Doren E. Hohl

STATE OF CALIFORNIA §

§

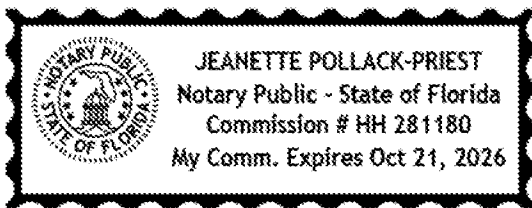
COUNTY OF LOS ANGELES §

Before me, the undersigned authority, on this 14 day of September, 2022, personally appeared Doren Hohl known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/she) is authorized to execute the same on behalf of the identified corporation and that (he/she) executed the same on behalf of the corporation for the purposes and consideration therein expressed.

Jeanette Pollack-Priest
Notary Public, State of California

Name Printed: _____

My Commission Expires: _____



Completed via Remote Online Notarization using 2 way Audio/Video technology.

9.12 Draft

SCHEDULE A

Official No.	Title
2,414,933	FOREMOST
1,461,303	Design (FF)
0,922,576	MOBILOWNERS
5,126,094	THE LANDLORD AND RENTAL PROPERTY INSURANCE SPECIALIST
4,276,496	WESTERN STAR
4,224,479	THE FOREMOST INSURANCE GUY
5,204,859	FOREMOST MEANS MORE
5,149,286	FOREMOST EDUCATION
5,037,753	RIDING NAKED?
5,037,652	COVER YOUR TAILPIPE
4,950,672	SOCIAL MEDIA SUITCASE
5,133,734	HITCH IN YOUR PITCH
5,133,612	FOREMOST CHOICE
5,517,733	A BETTER INSURANCE EXPERIENCE.
5,802,145	KRAFT LAKE INSURANCE AGENCY & Design (B&W Vertical)
5,802,146	KRAFT LAKE INSURANCE AGENCY & Design (B&W Horizontal)
6,170,176	A BETTER INSURANCE EXPERIENCE

9.12 Draft

1,830,592	Design (FF)
1,975,797	Design (FF)
2,414,934	Design (FF)
2,307,002	Design (FF)
2,154,409	FOREMOST
1,821,706	FOREMOST
1,403,411	FOREMOST
1,900,833	FOREMOST
1,896,463	FOREMOST BASICS
1,911,781	FOREMOST EXPRESS
2,894,849	FOREMOST INSURANCE SERVICE CENTER
2,621,938	FOREMOSTSTAR
1,936,293	FIRST AND FOREMOST (Stylized)
2,907,797	EXPRESSSTAR
2,909,450	MY GREAT HOME
3,037,369	FOREMOST CLASSIC
1,752,876	TRAVELINE
3,401,596	TAKE FOREMOST ALONG FOR THE RIDE.
3,820,713	FOREMOST OUTDOORS
3,633,927	KRAFT LAKE

9.12 Draft