

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM774300

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Quote Selection Insurance Services Inc.		12/01/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Alera Group, Inc.		
Street Address:	3 Parkway North		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	97458365	TOGETHER WE CAN	
Registration Number:	5928154	COLLECTIVE:CHOICE INSURANCE SOLUTIONS	
Registration Number:	6816693	ENROLLCA	
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:	12/14/2022		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into effective as of December 1, 2022, by QUOTE SELECTION INSURANCE SERVICES INC, a California corporation that does business as Collective:Choice Insurance Solutions, with an address of 13751 Beach Boulevard, Westminster, CA 92683 (the "Assignor"), to ALERA GROUP, INC., a Delaware corporation, with an address of 3 Parkway North, Deerfield, IL 60015 (the "Assignee") (each a "Party," and collectively the "Parties"). All capitalized terms used herein and not otherwise described herein shall have the meanings ascribed to such terms in the Purchase Agreement (as defined below).

WHEREAS, the Assignor is the owner of the trademarks and applications for trademarks identified on Schedule A attached hereto (collectively, the "Marks"), together with the goodwill associated therewith;

WHEREAS, pursuant to the Asset Purchase and Contribution Agreement effective as of December 1, 2022 (the "Purchase Agreement"), by and among Assignee, Assignor and the other parties thereto, Assignee is acquiring Assignor's rights to the Marks; and

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

1. Assignor hereby sells, conveys, grants, transfers, assigns, releases and delivers to Assignee all of Assignor's right, title and interest in and to the Marks, including all goodwill associated therewith, and that portion of the business to which the trademarks pertain, which business is ongoing and existing, 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 the Marks and the right to sue and recover for past infringements or misappropriations of the Marks).

2. Assignee hereby accepts the transfer and assignment of the Marks.

3. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original and all of which shall constitute one instrument.

4. This Assignment 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 Purchase Agreement and this Assignment, the terms of the Purchase Agreement shall govern.

[signature pages follow]

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Trademark Assignment to be executed effective as of the date first above written.

ASSIGNOR:

QUOTE SELECTION INSURANCE SERVICES INC,
a California corporation that does business as
Collective:Choice Insurance Solutions


DocuSigned by:
By: George Balteria
CF5F8136542A41D...
Name: George Balteria
Title: Chief Executive Officer

[Signature page to Trademark Assignment]

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Trademark Assignment to be executed effective as of the date first above written.

ASSIGNEE:

ALERA GROUP, INC.,
a Delaware corporation

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

[Signature page to Trademark Assignment]

SCHEDULE A

Trademarks

<u>Service Mark</u>	<u>Jurisdiction</u>	<u>Serial No.</u>	<u>Registration No.</u>	<u>Date of Registration</u>	<u>Status</u>
Collective:Choice Insurance Solutions	US	88135113	5928154	12-03-2019	Active
EnrollCA	US	90894577	6816693	08-09-2022	Active
Together We Can	US	97458365			Pending