

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM778333


<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>
DIRECT RESPONSE CORPORATION		12/27/2022	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KEMPER CORPORATION		
<b>Street Address:</b>	200 East Randolph Street		
<b>Internal Address:</b>	Suite 3300		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60601		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3931411	TEACHERS.COM	
<b>Registration Number:</b>	3083424	RESPONSE WORLDWIDE INSURANCE COMPANY	
<b>Registration Number:</b>	2679136	TEACHERS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3123609315		
<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>	3129872918		
<b>Email:</b>	smelby@gbc.law		
<b>Correspondent Name:</b>	Greer, Burns & Crain, Ltd.		
<b>Address Line 1:</b>	300 South Wacker Drive		
<b>Address Line 2:</b>	Suite 2500		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Paul R. Kitch		
<b>SIGNATURE:</b>	/Paul R. Kitch/		
<b>DATE SIGNED:</b>	01/04/2023		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

WHEREAS, **DIRECT RESPONSE CORPORATION**, a Delaware corporation, having an address of 500 South Broad Street, Meriden, Connecticut 06450 USA (hereinafter "ASSIGNOR") has adopted, used and owns the Trademarks—

<b><u>MARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>SERIAL NO.</u></b>
TEACHERS.COM 	3931411	77465690
RESPONSE WORLDWIDE INSURANCE COMPANY	3083424	78246256
TEACHERS.COM	2679136	76121704

(hereinafter the "Trademarks")

WHEREAS, **KEMPER CORPORATION**, a Delaware corporation, having a place of business located at Suite 3300, 200 East Randolph Street, Chicago, Illinois 60601 USA (hereinafter "ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said Trademarks and the goodwill of the business symbolized by the Trademarks.

WHEREAS, ASSIGNOR is the owner of the Trademarks and has not previously assigned or otherwise encumbered the Trademarks, and is free to enter into this Assignment.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, and its successors and assigns, all of its right, title, and interest in and to the Trademarks and registration therefor, including the goodwill of the business associated therewith, in the United States of America and every other country of the world, and all

claims for any past infringements of such rights.

For the above recited considerations, ASSIGNOR agrees for itself and for its successors and assigns that it will, at the request and expense of ASSIGNEE, its successors and assigns, execute and deliver, without further consideration, any and all assignments and documents, and perform such other acts as it lawfully may, that may be deemed necessary by the ASSIGNEE, and its successors and assigns, fully to secure its interest as aforesaid and to obtain or maintain registrations in any and all countries.

This Assignment shall inure to the benefit of and be binding on the parties and their respective successors and assigns.

WHEREFOR, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their respective officers, who personally represent that they are duly authorized to execute this Assignment.

THIS ASSIGNMENT is made the 21<sup>st</sup> day of December, 2022.

**DIRECT RESPONSE CORPORATION**



Name: Vanessa Ramirez-Vollmar  
Title: Assistant Secretary

Date: 21 Dec 2022

Accepted:

**KEMPER CORPORATION**



Name: C. Thomas Evans, Jr.  
Title: Executive Vice President, Secretary  
and General Counsel

Date: 21 Dec 2022