

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM795009

<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>
Hanson & Paul, Inc. d/b/a Paul Hanson Partners		06/01/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Specialty Program Group LLC		
<b>Street Address:</b>	150 North Riverside Plaza		
<b>Internal Address:</b>	17th Floor		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5071305	MOVER'S CHOICE	
<b>Registration Number:</b>	5144287	BIZCHOICE	
<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>Email:</b>	colleen.brennan@bakermckenzie.com		
<b>Correspondent Name:</b>	Rebecca Lederhouse		
<b>Address Line 1:</b>	300 East Randolph Street, Suite 5000		
<b>Address Line 2:</b>	Baker & McKenzie LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>NAME OF SUBMITTER:</b>	Rebecca Lederhouse		
<b>SIGNATURE:</b>	/rebecca lederhouse/		
<b>DATE SIGNED:</b>	03/16/2023		
<b>Total Attachments: 7</b>			
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**ASSIGNMENT OF INTELLECTUAL PROPERTY**

This ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Assignment"), is entered into and made effective as of June 1, 2017, by and between Specialty Program Group LLC, a Delaware limited liability company (the "Assignee"), and Hanson & Paul, Inc. d/b/a Paul Hanson Partners, a California corporation (the "Assignor").

**WHEREAS**, pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (as amended, restated, or otherwise modified from time to time, the "Purchase Agreement"), by and among the Assignee, the Assignor, and the other parties signatory thereto, the Assignor has agreed to sell, assign, transfer, convey, and deliver to the Assignee, and the Assignee has agreed to purchase and acquire from the Assignor, all of the Assignor's right, title, and interest in, to, and under the Intellectual Property Rights owned by the Assignor, including, without limitation, (a) all rights of the Assignor to the Internet domain names set forth on Schedule A hereto (collectively, the "Domain Names") and (b) all rights of the Assignor to the trademarks, service marks, and registrations therefor set forth on Schedule B hereto (collectively, the "Trademarks"), and has agreed to execute and deliver this Assignment;

**WHEREAS**, the Assignee and the Assignor are hereby effecting such transfer and assignment of all right, title, and interest of the Assignor in and to the Domain Names, the Trademarks and the other Intellectual Property Rights, and the goodwill associated therewith and symbolized thereby;

**WHEREAS**, capitalized terms used but not otherwise defined in this Assignment shall have the respective meanings ascribed to such terms in the Purchase Agreement; and

**WHEREAS**, this Assignment is being executed and delivered by the parties hereto in connection with the consummation of the transactions contemplated by the Purchase Agreement.

**NOW, THEREFORE**, in consideration for the execution of the Purchase Agreement, the payment of the consideration stipulated in the Purchase Agreement, and other good and valuable consideration, the receipt and sufficiency are hereby acknowledged, the Assignee and the Assignor hereby agree as follows:

1. Assignment. The Assignor hereby irrevocably conveys, transfers and assigns to the Assignee all right, title, and interest of the Assignor in and to all Intellectual Property Rights owned by the Assignor, including, without limitation, all rights of the Assignor to the Domain Names and Trademarks, in each case, together with all goodwill associated therewith and all rights of the Assignor to sue and recover damages for past, present and future infringement, dilution, misappropriation or other violation of such Intellectual Property Rights. The Assignee is to hold all right, title, and interest in and to the Domain Names, Trademarks and other Intellectual Property Rights as fully and exclusively as they would have been held and enjoyed by the Assignor had the assignment in this Section 1 not been made.

2. Recording and Further Actions. The Assignor authorizes and requests the Assignee to take such action as may be required to cause the Assignee to be recorded as the assignee or transferee of the Domain Names and Trademarks, and shall, promptly upon

presentation to the Assignor by the Assignee, execute, or procure the execution of, such transfer documents and provide such information as may reasonably be requested and required to cause the Assignee to be recorded as the assignee or transferee of the Domain Names and Trademarks.

3. Other Deliverables. Following the Closing, the Assignor agrees to promptly deliver to the Assignee or its legal counsel any additional documents or tangible things that the Assignee may reasonably request relating to the investigation, evaluation, preparation, prosecution, maintenance, defense, filing, issuance, registration, assertion or enforcement of the Domain Names, Trademarks and other Intellectual Property Rights.

4. Governing Law. This Assignment shall be governed by, and construed in accordance with, the substantive laws of the State of California, without giving effect to any choice or conflict of law provision or rule that would cause the application of the law of any jurisdiction other than the State of California.

5. Counterparts. This Assignment may be executed and delivered (including by facsimile, "pdf", or other electronic transmission) in any number of counterparts, each of which shall be deemed to be an original instrument, and all of which together shall constitute one and the same agreement.

6. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

7. Headings. The headings contained in this Assignment are for convenience of reference only and shall not affect in any way the meaning or interpretation of this Assignment.

8. Relationship to Purchase Agreement. This Assignment is executed and delivered pursuant to, is in furtherance of, and is subject to the terms and conditions of, the Purchase Agreement. In the event of any conflict between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall prevail. Nothing contained in this Assignment shall be deemed to alter, modify, expand or diminish the terms or provisions of the Purchase Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, each party hereto has caused this Assignment of Intellectual Property to be duly executed and delivered by its authorized representative as of the date first above written.

ASSIGNEE:

SPECIALTY PROGRAM GROUP LLC

By:   
Name: Jason Romick  
Title: Vice President

ASSIGNOR:

HANSON & PAUL, INC. D/B/A PAUL HANSON  
PARTNERS

By: \_\_\_\_\_  
Name: Lisa R. Paul  
Title: President

IN WITNESS WHEREOF, each party hereto has caused this Assignment of Intellectual Property to be duly executed and delivered by its authorized representative as of the date first above written.

ASSIGNEE:

SPECIALTY PROGRAM GROUP LLC

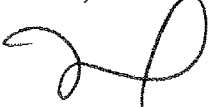
By:

\_\_\_\_\_  
Name: Jason Romick  
Title: Vice President

ASSIGNOR:

HANSON & PAUL, INC. D/B/A PAUL HANSON  
PARTNERS

By:

  
\_\_\_\_\_  
Name: Lisa R. Paul  
Title: President

*Signature Page to Assignment of Intellectual Property*

**TRADEMARK**  
**REEL: 008005 FRAME: 0408**

**SCHEDULE A**  
**DOMAIN NAMES**

See attached.

Attachment to Schedule 2.1(i)

<u>Name</u>	<u>Domain</u>	<u>Exp Date</u>	<u>Registrar</u>	<u>Developer</u>	<u>Description</u>
BizChoice Transportation	www.bizchoicetransportation.com	7/6/2017	IDP/godaddy	IDP	BizChoiceTransportation Microsite. New Template, Responsive
BizChoice Quote	bizhoicetquote.com	9/27/2017	IDP/godaddy	IDP	Quote Microsite landing page w/ contact form. New template, Responsive
BizChoice UK	bizhoice.co.uk	5/23/2017	IDP/godaddy		domain only not in use
BizChoice UK	bizhoiceins.co.uk	5/23/2017	IDP/godaddy		domain only not in use
BizChoice Courier	bizhoicecourier.com	6/22/2017	IDP/godaddy		domain only not in use
BizChoice Final Mile	bizhoicefinalmile.com	6/22/2017	IDP/godaddy		domain only not in use
BizChoice Online	bizhoiceonline.com	4/23/2017	IDP/godaddy	IDP	Full Website. New template, Responsive
BizChoice Protective Insurance	bizhoiceprotectiveprogram.com	8/4/2017	IDP/godaddy	IDP	Landing page only. New Template, Responsive
BizChoiceFlex UK	bizhoiceflex.co.uk	7/6/2017	IDP/godaddy	IDP	Landing page only. New Template, Responsive
Amazon Flex US	www.bizhoiceflexy.com	11/14/2017	IDP/godaddy	IDP	Landing page only. New Template, Responsive
Amazon Flex UK	bizhoiceflexuk.com	7/18/2017	IDP/godaddy	IDP	Landing page only. New Template, Responsive
BizChoice UK	bizhoiceinsurance.co.uk	5/23/2017	IDP/godaddy	IDP	domain only not in use
Biz Choice LSP	www.bizhoicelsp.com	6/2/2017	IDP/godaddy	IDP	landing page w/ submit form. New Template, Responsive
BizChoice	bizhoiceitll.com	6/22/2017	IDP/godaddy	IDP	domain only not in use
Paul Hanson	www.paulhanson.com	Unknown - PH Account	Network Solutions	IDP	Landing page that goes to three sites. New Template, Responsive
Paul Hanson Safety Portal	www.paulhansonssafetyportal.com	11/11/2017	IDP/godaddy	?	Unknown. We don't host
BizChoice	www.bizhoiceastmle.com	6/22/2017	IDP/godaddy	IDP	Last Mile Website New Template, Responsive
BizChoice	bizhoiceastmledehivery.com	6/22/2017	IDP/godaddy	IDP	domain only not in use
BizChoice	bizhoiceastmlelogistics.com	6/22/2017	IDP/godaddy	IDP	domain only not in use
BizChoice	bizhoiceinsurance.com	6/28/2017	IDP/godaddy	IDP	Last Mile Website New Template, Responsive
BizChoice	bizhoiceins.com	Unknown - PH Account	GoDaddy/PH	IDP	Last Mile Website New Template, Responsive
BizChoice	www.bizhoiceconnect.com	1/22/2018	IDP/godaddy	IDP	this is a PDF only
BizChoice	contractdriversinsurance.com	6/28/2017	IDP/godaddy	IDP	Moverschoiceto PIN Landing Page
BizChoice	contractdriversinsurance.com	6/28/2017	IDP/godaddy	IDP	Goes to bizhoicetransportation
Movers Choice	moverschoicinfo.com	Unknown - PH Account	Network Solutions	IDP	Movers Choice Main Website New Template, Responsive
Movers Choice Online	moverschoiconline.com	4/23/2017	IDP/godaddy	IDP	Movers Choice Online Site New Template, Responsive
MovePak Consulting	movepakconsulting.com	8/31/2017	IDP/godaddy	IDP	Move-Pak Website New Template, Responsive
Movers Choice	moverschoice-cmsa.com	7/29/2017	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	moverschoicecoverage.com	10/2/2017	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	moverschoicguide.com	1/12/2018	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	moverschoicguides.com	7/29/2017	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	www.moverschoiceoffer.com	2/26/2018	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	www.moverschoiceprogram.com	1/12/2018	IDP/godaddy	IDP	points to moverschoicinfo
Movers Choice	moverscontest.com	9/20/2017	IDP/godaddy	IDP	Video Landing Page
Movers Choice	insurancemovers.net	10/12/2017	IDP/godaddy	IDP	domain only; points to movers choice
Movers Choice	insurancemoverscover.com	10/12/2017	IDP/godaddy	IDP	domain only; points to movers choice
Movers Choice	moverstoolkit.moverschoicinfo.com	Unknown - PH Account	Network Solutions	Veribrands	toolkit.moverschoicinfo.com
Movers Choice	www.themtdispatch.com	7/20/2017	IDP/godaddy	IDP	The Dispatch Microsite New Template, Responsive
Bid My Move	bidmymove.com	6/8/2017	IDP/godaddy		domain only not in use
Bid My Move	bidmymove.net	6/8/2017	IDP/godaddy		domain only not in use



**SCHEDULE B**

**TRADEMARKS**

1. Mover's Choice, Reg. No. 5,071,305, Registered November 1, 2016.
2. Bizchoice, Reg. No. 5,144,287, Registered February 21, 2017.