

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM828121

<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>
Cleveland Holdings LLC		07/31/2023	Limited Liability Company: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Embrace Pet Insurance LLC		
<b>Street Address:</b>	4530 Richmond Road		
<b>City:</b>	Cleveland		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	44128		
<b>Entity Type:</b>	Limited Liability Company: OHIO		
<b>PROPERTY NUMBERS Total: 11</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97566080	LIGHTNING CLAIMS	
<b>Serial Number:</b>	97523662	BEST FRIENDS DESERVE THE BEST PET INSURA	
<b>Registration Number:</b>	6217681	PAWSUPPORT	
<b>Registration Number:</b>	5703430	EMBRACE360	
<b>Registration Number:</b>	5703348	THE WATER BOWL	
<b>Registration Number:</b>	5702944	HEALTHY PET DEDUCTIBLE	
<b>Registration Number:</b>	5743932	MYEMBRACE	
<b>Registration Number:</b>	5702938	WELLNESS REWARDS	
<b>Registration Number:</b>	4344467	WELLNESS REWARDS	
<b>Registration Number:</b>	4224967	EMBRACE	
<b>Registration Number:</b>	4344468	HEALTHY PET DEDUCTIBLE	
<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>	kassandra.ross@hklaw.com, joanna.crosby@hklaw.com, thomas.brooke@hklaw.com, pt-docketing@hklaw.com		
<b>Correspondent Name:</b>	Kassandra Ross		
<b>Address Line 1:</b>	800 17th Street N.W.		

OP \$290.00 97566080

**Address Line 2:** Suite 1100  
**Address Line 4:** Washington, D.C. 20006

**NAME OF SUBMITTER:** | Cassandra Ross

**SIGNATURE:** | /Kassandra Ross/

**DATE SIGNED:** | 07/31/2023

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of this 31<sup>st</sup> day of July, 2023 (the "Assignment"), between Cleveland Holdings LLC, an Ohio Limited Liability Company, located and doing business at 4530 Richmond Road, Cleveland, Ohio 44128 (the "Assignor") and Embrace Pet Insurance LLC, an Ohio Limited Liability Company, located and doing business at 4530 Richmond Road, Cleveland, Ohio 44128 (the "Assignee").

WHEREAS, Assignor is the owner of the following marks and associated U.S. Trademark Registrations and Applications:

App. No.	Reg. No.	
97566080		LIGHTNING CLAIMS
97523662		BEST FRIENDS DESERVE THE BEST PET INSURANCE
88509165	6217681	PAWSUPPORT
88169841	5703430	EMBRACE360
88105702	5703348	THE WATER BOWL
88070176	5702944	HEALTHY PET DEDUCTIBLE
88070152	5743932	MYEMBRACE
88070097	5702938	WELLNESS REWARDS
85719995	4344467	WELLNESS REWARDS
85545984	4224967	EMBRACE
85720003	4344468	HEALTHY PET DEDUCTIBLE

WHEREAS, Assignor wishes to sell, transfer and assign all of its right, title and interest in and to the marks and the Trademark Registrations and Applications together with all business associated with the marks and the goodwill of the business with which the marks is used and which is symbolized by the marks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the marks and the Trademark Registrations and Applications together with all business associated with the marks and the goodwill of the business with which the marks is used and which is symbolized by the marks.


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers and delivers

to Assignee, the entire right, title and interest, whether statutory or at common law, in and to the marks, all business associated with the marks and the goodwill of the business connected with the use of and symbolized by the marks.

Assignor further authorizes the Commissioner of Trademarks of the United States to record the assignment of these Trademark Registrations and Applications and all rights, title, and interest thereto to Assignee as the property of Assignee, its successors, legal representatives and assigns, if applicable, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be signed by a duly authorized officer as of the day and year first written above.

CLEVERLAND HOLDINGS LLC

By:  SR. COMPLIANCE Manager  
Name:  
Title: