

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM833421

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/01/2022		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Centerstone Insurance and Financial Services, Inc.		08/17/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	CRC Insurance Services, LLC		
Street Address:	1 Metroplex Drive; Suite 400		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35209		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4757328	ALLPERSPECTIVES	
Registration Number:	4484072	BENEFITMALL	
Registration Number:	2859691	BENEFITMALL	
Registration Number:	4732116	BENEFITMALL	
Registration Number:	6642099	BENEFITMALL NEXT GENERATION BROKER SERVI	
Registration Number:	3921772	CLIENT READY QUOTE SYSTEM	
Registration Number:	3957322	EX EXCHANGE	
Registration Number:	3957323	EX HEALTHCARE EXCHANGE	
Registration Number:	3808704	HEALTHCARE EXCHANGE	
Registration Number:	4077543	MM MUTUAL MED	
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:	7042456515		
Email:	bdavis@vlplawgroup.com		
Correspondent Name:	Brian M. Davis		
Address Line 1:	5960 Fairview Rd; Suite 400		

OP \$265.00 4757328

Address Line 4:	Charlotte, NORTH CAROLINA 28210
NAME OF SUBMITTER:	Brian M. Davis
SIGNATURE:	/Brian M. Davis/
DATE SIGNED:	08/21/2023
Total Attachments: 4 source=2022.09 - BenefitMall IP Assignment (Executed)#page1.tif source=2022.09 - BenefitMall IP Assignment (Executed)#page2.tif source=2022.09 - BenefitMall IP Assignment (Executed)#page3.tif source=2022.09 - BenefitMall IP Assignment (Executed)#page4.tif	

**ASSIGNMENT OF
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Centerstone Insurance and Financial Services, Inc., a California corporation (hereinafter referred to as "ASSIGNOR") is the owner of the marks and the registrations therefor listed in the attached **Exhibit A** (hereafter, the "Marks" and the "Registrations" respectively) and the copyrights for the works and copyright registrations therefor set out in the attached **Exhibit A** (hereafter, the "Works" and the "Copyright Registrations" respectively).

WHEREAS, CRC Insurance Services, LLC, a Delaware Limited Liability Company (hereafter referred to as "ASSIGNEE") is acquiring all rights ASSIGNOR has to the Marks (including any goodwill associated with the Marks), the Registrations, the Works and the Copyright Registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S worldwide right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the Marks, including, without limitation, the Registrations, any other registrations or applications directed to the Marks, and all trademark and service mark rights, trade dress rights, copyrights and any and all other related intellectual property rights in the Marks, which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

FURTHER, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers, and sells unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S rights, title, interest, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the Works together with the Copyright Registrations, the rights to secure statutory copyrights and renewals, reissues, and extensions of such copyrights in the United States and in all other countries; to prepare derivative works therefrom; to reproduce the Works; to distribute copies of the Works; and to display the copyrighted Works in any and all media whether now existing or hereinafter invented which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made; which interests and rights shall be held by ASSIGNEE to the full end of the

term for which such copyrights or any renewal or extension thereof is or may be granted.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of the 1st day of September, 2022.

ASSIGNOR:

CENTERSTONE INSURANCE AND FINANCIAL SERVICES, INC.

Signature: 

Printed Name: Jeffry J. Lewis

Title: Assistant Corporate Secretary

Date Signed: August 17, 2023

EXHIBITA

Trademarks

<u>Mark</u>	<u>Jurisdiction</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
ALLPERSPECTIVES	U.S.	86256093	4/18/2014	4757328	6/16/2015
BENEFITMALL	U.S.	85937150	5/20/2013	4484072	2/18/2014
BENEFITMALL	U.S.	76521596	6/9/2003	2859691	7/6/2004
BENEFITMALL	U.S.	85937131	5/20/2013	4732116	5/5/2015
BENEFITMALL NEXT GENERATION BROKER SERVICES	U.S.	90192193	9/18/2020	6642099	2/15/2022
CLIENT READY QUOTE SYSTEM	U.S.	77894977	12/16/2009	3921772	2/22/2011
EX EXCHANGE	U.S.	85120790	9/1/2010	3957322	5/10/2011
EX HEALTHCARE EXCHANGE STYLIZED	U.S.	85120806	9/1/2010	3957323	5/10/2011
HEALTHCARE EXCHANGE	U.S.	77790599	7/27/2009	3808704	6/22/2010
MM MUTUAL MED	U.S.	77913868	1/18/20210	4077543	12/27/2011
BENEFITMALL	Florida	N/A	N/A	G06223900006	8/11/2006
BENEFITMALL	Florida	N/A	N/A	G13000061785	6/19/2013
BENEFITMALL	Florida	N/A	N/A	G13000061789	6/19/2013
BENEFITMALL	Hawaii	N/A	N/A	4068476	12/4/2008
BENEFITMALL	Louisiana	N/A	N/A	64-5777	7/2/2013
BENEFITMALL	Nebraska	N/A	N/A	10087932	8/11/2006
BENEFITMALL	Nebraska	N/A	N/A	10179822	7/24/2013

BENEFITMALL	North Dakota	N/A	N/A	22.316.400	9/14/2016
BENEFITMALL	Wyoming	N/A	N/A	2017-000779259	12/6/2017
BENEFITMALL	Wyoming	N/A	N/A	2006-000519801	8/11/2006
BENEFITMALL	Arizona	N/A	N/A	661586	1/23/2017
BENEFITMALL	Arizona	N/A	N/A	378869	8/11/2006
BENEFITMALL	Ohio	N/A	N/A	3966485	12/6/2016

Copyright

Title	Registration No.	Registration Date
BenefitMall Administration System	TXu001597346	11/27/2007
Client Ready Quote System	TXu001597348	11/27/2007
Outward Facing Enrollment	TXu001597350	11/27/2007
visualga	TX0005131918	1/19/2000