

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM839069

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American International Group, Inc.		07/03/2023	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Crop Risk Services, Inc.		
Street Address:	132 South Water Street		
Internal Address:	Suite 500		
City:	Decatur		
State/Country:	ILLINOIS		
Postal Code:	62523		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3909237	AEROS	
Registration Number:	4511402	AEROSEXPRESS	
Registration Number:	4582867	COUNTY ADVANTAGE	
Registration Number:	6038714	LIVE BIG. FARM BOLD.	
CORRESPONDENCE DATA			
Fax Number:	5135796457		
<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:	5135621401		
Email:	mhurst@kmklaw.com		
Correspondent Name:	J. Michael Hurst		
Address Line 1:	One East Fourth Street, Suite 1400		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	J. Michael Hurst		
SIGNATURE:	/j. michael hurst/		
DATE SIGNED:	09/13/2023		
Total Attachments: 5			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “Assignment”) dated as of July 3, 2023, is entered into by and between American International Group, Inc., a Delaware corporation (“Assignor”), and Crop Risk Services, Inc., an Illinois corporation (“Assignee”).

WHEREAS, Assignor is party to that certain Stock Purchase Agreement, dated as of May 2, 2023 with Farmers Crop Insurance Alliance, Inc. and American Financial Group, Inc., as amended by Amendment No. 1 to the Stock Purchase Agreement, dated as of July 3, 2023 (the “Purchase Agreement”), in connection with which Assignor is obligated to assign to Assignee, and Assignee desires to acquire from Assignor, among other things, all of Assignor’s right, title and interest in and to the Trademarks (as defined below) listed on Exhibit A to this Assignment (the “Assigned Trademarks”), upon the terms and subject to the conditions set forth herein and in the Purchase Agreement; and

NOW, THEREFORE, in consideration of the premises and the mutual representations, warranties, covenants and undertakings contained in the Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, agree as follows:

1. Assignment. On the terms and subject to the conditions of this Assignment, Assignor hereby irrevocably assigns to Assignee all of Assignor’s right, title, and interest in and to the Assigned Trademarks, including all goodwill, common law rights, rights of priority and renewals to the extent associated therewith, and all rights (i) to collect income, royalties, proceeds, fees, damages or payments due or payable as of the date of the execution of the Assignment or thereafter (including damages and payments for past or future infringements or misappropriations thereof) or to enforce injunctions, (ii) against past, present and future infringement, dilution or other violation thereof, including the right to enforce the foregoing and to sue for past, present and future infringement thereof, (iii) to claim priority based on such Assigned Trademarks under the laws of any jurisdiction and/or under international conventions and treaties, and (iv) to prosecute, register, maintain, revive, renew, and defend such Assigned Trademarks before any public or private agency, office or registrar; for each of the foregoing clauses (i) through (iv), to the full end of the term or terms for which said trademarks may be granted throughout the world, as fully and entirely as the same would have been held and enjoyed by Assignor without this assignment, for Assignee’s own use and enjoyment, and for the use and enjoyment of Assignee’s successors, assigns or other legal representatives. The term “Trademark” means trademarks, service marks, trade dress, logos, brand names, trade names, domain names, corporate names and any other indicia of source or origin, any and all common law rights in any of the foregoing, and registrations and applications for registration of any of the foregoing, together with the goodwill symbolized by any of the foregoing.

2. Recordation and Further Actions. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks in the United States Patent and Trademark Office and any other applicable government entity or registrar (including any applicable foreign or intentional office or registrar) to record this Assignment to register Assignee as the owner of the Assigned Trademarks, and to issue any and all Assigned Trademarks to Assignee, as assignee of Assignor’s entire right, title and interest in, to and under the same. Assignee shall have the right to record this Assignment with all applicable governmental authorities and registrars so as to perfect its ownership of the Assigned Trademarks. Following the date hereof, upon Assignee’s reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademark to Assignee, or any assignee or successor thereto.

3. Miscellaneous. The provisions of the Purchase Agreement set forth in Section 12.02 (Notices); Section 12.03 (Severability); Section 12.04 (Entire Agreement); Section 12.05 (Binding Effect; Assignment); Section 12.06 (No Third-Party Beneficiaries); Section 12.07 (Amendment; Waiver); Section 12.09 (Arbitration); Section 12.10 (Governing Law); Section 12.11 (Jurisdiction); Section 12.12 (Waiver of Jury Trial); Section 12.13 (Specific Performance) and Section 12.14 (Counterparts) are incorporated into this Assignment, mutatis mutandis.

[Signature page follows]

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first above written.

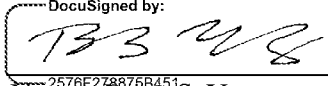
AMERICAN INTERNATIONAL GROUP,
INC.

DocuSigned by:
By: adam burk
A6DA86CD47CCC46A...
Name: Adam Burk
Title: Head of Corporate Development,
Strategy and Mergers &
Acquisitions

[Signature Page to the Trademark Assignment Agreement]

TRADEMARK
REEL: 008197 FRAME: 0092

CROP RISK SERVICES, INC.

DocuSigned by:
By: 
Name: Brian S. Young
Title: Chief Executive Officer and
President

[Signature Page to the Trademark Assignment Agreement]

Exhibit A

Trademark	App. No.	App. Date	Reg. No.	Reg. Date
AEROS	77/930776	08-Feb-2010	3909237	18-Jan-2011
AEROSEXPRESS	85/634595	24-May-2012	4511402	08-Apr-2014
COUNTY ADVANTAGE	85/959178	13-Jun-2013	4582867	12-Aug-2014
LIVE BIG. FARM BOLD.	88/476437	17-Jun-2019	6038714	21-Apr-2020