

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM848867

<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>
Truist Financial Corporation		10/23/2023	Corporation: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Truist Insurance Holdings, Inc.		
<b>Street Address:</b>	605 Glenwood Avenue		
<b>City:</b>	Raleigh		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27612		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5497817	BUSINESS ANALYTICS SOLUTIONS ENGINE	
<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>Phone:</b>	7042456515		
<b>Email:</b>	bdavis@vlplawgroup.com		
<b>Correspondent Name:</b>	Brian M. Davis		
<b>Address Line 1:</b>	5960 Fairview Rd; Suite 400		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28210		
<b>NAME OF SUBMITTER:</b>	Brian M. Davis		
<b>SIGNATURE:</b>	/Brian M. Davis/		
<b>DATE SIGNED:</b>	10/26/2023		
<b>Total Attachments: 2</b>			
source=TFC - BUSINESS ANALYTICS SOLUTIONS ENGINE Trademark Assignment(3182244.1)#page1.tif			
source=TFC - BUSINESS ANALYTICS SOLUTIONS ENGINE Trademark Assignment(3182244.1)#page2.tif			

OP \$40.00 5497817

**ASSIGNMENT OF  
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Truist Financial Corporation, a North Carolina Corporation with an address at 214 North Tryon Street, Charlotte, North Carolina 28202 (hereinafter referred to as “the ASSIGNOR”) is the owner of all right, title and interest in and to the mark BUSINESS ANALYTICS SOLUTIONS ENGINE for Software as a service (SAAS) services featuring risk management information software for capturing loss, triage claims, mitigating claim costs, and analyzing results, including the goodwill and common law rights associated therewith (the “Mark”), and US Registration No. 5,497,817 for the Mark (the “Registration”);

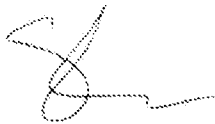
WHEREAS, Truist Insurance Holdings, Inc., a Delaware Corporation with an address at 605 Glenwood Avenue, Raleigh, North Carolina 27612 (the “ASSIGNEE”) is acquiring the Mark, the Registration and any and all rights associated therewith (including any common law rights and goodwill) owned by ASSIGNOR.

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 have or may have in the future in and to the Mark, including, without limitation, the Registration, and all trademark and service mark rights, trade dress rights and any and all other related intellectual property rights in the Mark, 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.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of October 23, 2023.

**ASSIGNOR:**

**TRUIST FINANCIAL CORPORATION**



Signature: \_\_\_\_\_

Printed Name: Michael J. Shumaker

Title: Associate General Counsel

