

01-04-2000



101236306
RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies):

Submission Type **9-1-99**

New

Resubmission (Non-Recordation)
Document ID # _____

Correction of PTO Error
Reel # _____ Frame # _____

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Reel # _____ Frame # _____

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger
Effective Date
Month Day Year
100998

Change of Name

Other _____

Conveying Party Mark if additional names of conveying parties attached

Name **Mercury Management, Inc.** Execution Date
Month Day Year
081999

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization _____

Receiving Party Mark if additional names of receiving parties attached

Name **First Mercury Financial Corporation**

DBA/AKA/TA _____

Composed of _____

Address (line 1) **29621 Northwestern Highway**

Address (line 2) _____

Address (line 3) **Southfield** **Michigan** **48034**
City State/Country Zip Code

Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization _____

FOR OFFICE USE ONLY

09/06/1999 NTM:11 00000003 75313422

01 FC:481 40.00 DP
02 FC:482 25.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002005 FRAME: 0898

00000002
TRADEMARKS

65E

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Peter M. Feeney

Peter Feeney

8/19/99

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARK AND REGISTRATION

STATE OF MICHIGAN)
) ss.
COUNTY OF OAKLAND)

WHEREAS, Mercury Management, Inc., a Michigan corporation, of 29621 Northwestern Highway, Southfield, Michigan 48034, has made application to the United States Patent Office for registration of the Servicemarks "The Direct Way" (Serial No. 75/313,422); "Auto Insurance the Direct Way" (Serial No. 75/313,420); and "The Direct Way to Save on Car Insurance" (Serial No. 75/313,421), which applications are pending and against which oppositions have been filed; and

WHEREAS, First Mercury Financial Corporation, a Delaware corporation, of 29621 Northwestern Highway, Southfield, Michigan 48034 as the surviving corporation in a merger with Mercury Management, Inc. effective the 9th day of October, 1998, is acquiring said marks and the applications for registration thereof by virtue of the merger;

NOW, THEREFORE, effective as of October 9, 1998, in consideration of the said merger, Mercury Management, Inc. does hereby assign to First Mercury Financial Corporation, all rights, title and interest in and to the said Marks, and the applications for registration thereof.

MERCURY MANAGEMENT, INC.

By: *Peter Feeney*
Its: *Vice-President*

Subscribed and sworn to before me this 20TH day of August, 1999.

J. Marc Feeney
Notary Public
Oakland County, Michigan
My Commission Expires: _____

**J. MARC FEENEY, NOTARY PUBLIC
WASHTENAW COUNTY, MICHIGAN
(ACTING IN OAKLAND COUNTY, MICHIGAN)
MY COMMISSION EXPIRES: JUNE 23, 2001**