

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HagertyPlus Merger Sub, LLC		12/30/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HagertyPlus, LLC		
<b>Street Address:</b>	141 River's Edge Drive		
<b>Internal Address:</b>	#200		
<b>City:</b>	Traverse City		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49684-1303		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77545709	HAGERTY +PLUS	
<b>Registration Number:</b>	2779514	HAGERTYPLUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)321-4299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	officeactions@brinkshofer.com		
<b>Correspondent Name:</b>	Andrew J. Avsec		
<b>Address Line 1:</b>	P.O. Box 10395		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60610		
<b>ATTORNEY DOCKET NUMBER:</b>	13724/51		
<b>NAME OF SUBMITTER:</b>	Andrew J. Avsec		
<b>Signature:</b>	/Andrew J. Avsec/		

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**900168193**

**TRADEMARK  
 REEL: 004250 FRAME: 0755**

Date:

07/29/2010

Total Attachments: 0

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