

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS 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>
Gallagher Benefit Services, Inc.		12/21/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Arthur J. Gallagher & Co.		
<b>Street Address:</b>	Two Pierce Place		
<b>City:</b>	Itasca		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60143		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77956926	G GALLAGHER BENEFIT SERVICES, INC. THINKING AHEAD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)981-3400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214-981-3300		
<b>Email:</b>	jchester@sidley.com		
<b>Correspondent Name:</b>	Julia Chester c/o Sidley Austin LLP		
<b>Address Line 1:</b>	717 N. Harwood		
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<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>ATTORNEY DOCKET NUMBER:</b>	01005-04701		
<b>NAME OF SUBMITTER:</b>	Julia M. Chester		
<b>Signature:</b>	/Julia M. Chester/		
<b>Date:</b>	12/21/2010		

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Total Attachments: 1  
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## ASSIGNMENT OF TRADEMARKS

THIS AGREEMENT, made and entered into as of this \_\_\_ day of December, 2010 (Effective Date), by and between Gallagher Benefit Services, Inc., a Delaware corporation (“Assignor”), and Arthur J. Gallagher & Co., a Delaware corporation (“Assignee”).

**WHEREAS**, Assignor is the owner of all right, title, and interest in and to the U.S. Trademark Application No. 77/956,926, for the mark G GALLAGHER BENEFIT SERVICES, INC. THINKING AHEAD (stylized and/or with design) (“the Mark”) as used on or in connection with Assignor’s goods and services, including all goodwill of the business symbolized thereby;

**WHEREAS**, Assignor desires to assign, and Assignee desires to acquire all right, title, and interest in and to the Mark, as well as all goodwill of the business symbolized thereby;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, conveys and transfers to Assignee all of Assignor’s right, title, and interest in and to the Mark, including without limitation: (a) the good will of the business associated with the Mark, (b) the registrations and applications for registration of the Mark, (c) common law rights in and to the Mark, and (d) the right to sue and collect damages for infringement of the Mark, the same to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns. In order to give full force and effect to this Assignment, Assignor agrees that Assignee may record this Assignment with the United States Patent and Trademark Office.

IN WITNESS WHEREOF Assignor has executed this Assignment as of the date first written above.

ASSIGNOR:

**Gallagher Benefit Services, Inc.**

By \_\_\_\_\_

Name: Jerome S. Hanner

Title:

Date: \_\_\_\_\_