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ETAS v.1.6.6  
 PTO-1594 (Rev. 11/15)  
 OMB No. 0651-0027 (Exp. 04/30/2015)

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**TRADEMARK ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>		(execution date should read 10/08/2013)	
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
United Life Insurance Company			CORPORATION: IOWA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	United Fire Group, Inc.		
<b>Street Address:</b>	118 Second Avenue SE		
<b>City:</b>	Cedar Rapids		
<b>State/Country:</b>	IOWA		
<b>Postal Code:</b>	52401		
<b>Entity Type:</b>	CORPORATION: IOWA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3752042	SIMPLE SOLUTIONS FOR COMPLEX TIMES	
<b>CORRESPONDENCE DATA</b>			

<b>Fax Number:</b>	3192861512
<b>Phone:</b>	(319) 286-2535
<b>Email:</b>	eyoder@unitedfiregroup.com
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Correspondent Name:</b>	Erica Yoder
<b>Address Line 1:</b>	118 Second Avenue SE
<b>Address Line 4:</b>	Cedar Rapids, IOWA 52401
<b>NAME OF SUBMITTER:</b>	Erica Yoder
<b>Signature:</b>	/s/ Erica Yoder
<b>Date:</b>	10/08/2013
<b>Total Attachments: 3</b> source=Assignment_10-13-2#page1.tif source=Assignment_10-13-2#page2.tif source=Assignment_10-13-2#page3.tif	

Fee calculated, according to the USPTO fee table				
Description	Fee code	Fee code amount	Quantity	Fee
Recording trademark assignment, agreement or other paper, first mark per document	8521	40.0	1	40.0
<b>Total</b>				<b>\$40.00</b>

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10/08/2013 04:42 PM EDT

## SERVICE MARK ASSIGNMENT

This Agreement is entered into freely by and between UNITED LIFE INSURANCE COMPANY ("Assignor") and UNITED FIRE GROUP, INC. ("Assignee").

WHEREAS, Assignor is the owner of the actual service mark identified as follows: *Simple Solutions for Complex Times*, USPTO Registration number 3752042 (the "Service Mark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Service Mark in perpetuity;

NOW, the parties agree as follows:

1. Assignment. Assignor does hereby irrevocably assign to Assignee all rights, title, and interest (including, but not limited to, all registration rights with respect to the Service Mark, all rights to prepare derivative marks, all goodwill and all other rights), in and to the Service Mark.
2. Consideration. In consideration for the assignment set forth in Section 1, Assignor shall pay Assignee the sum of \$1, payable on October 15, 2013.
3. Representations and Warranties. Assignor represents and warrants to Assignee:
  - a. Assignor has the right, power and authority to enter into this Agreement;
  - b. Assignor is the exclusive owner of all right, title and interest, including all intellectual property rights, in the Service Mark;
  - c. The Service Mark is free of any liens, security interests, encumbrances or licenses;
  - d. The Service Mark does not infringe the rights of any person or entity;
  - e. There are no claims, pending or threatened, with respect to Assignor's rights in the Service Mark;
  - f. This Agreement is valid, binding and enforceable in accordance with its terms in all jurisdictions pertaining hereto; and
  - g. Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Agreement.
4. Entire Agreement. This Agreement, contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them

respecting the subject matter hereof. There are no amendments, exhibits, or additional terms, except as explicitly mentioned here: None.

5. Amendment. This Agreement may be amended only by a written agreement signed by both parties which explicitly adjoins itself to this agreement.
6. Severability. If any term, provision, covenant or condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect, except as mandated by the ruling.
7. Agreement to Perform Necessary Acts. Assignee agrees to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Agreement.
8. Governing Law. This Agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by, the laws of the State of Iowa.

Dated this 8<sup>th</sup> day of October, 2013.

**UNITED LIFE INSURANCE COMPANY**  
Assignee

Dianne M. Lyons  
Signature

Dianne M. Lyons  
Printed Name

Treasurer  
Title

**UNITED FIRE GROUP, INC.**  
Assignor

Dianne M. Lyons  
Signature

Dianne M. Lyons  
Printed Name

Vice President/Chief Financial Officer  
Title

NOTARIZATION FORM

State of IOWA )  
)  
)  
County of LINN )

On October 8, 2013, before me, Erica L. Yoder, notary, personally appeared Dianne M. Lyons, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/~~are~~ subscribed to this instrument and acknowledged to me that ~~he~~/~~she~~/~~they~~ executed the same in ~~his~~/~~her~~/~~their~~ authorized capacity(ies), and that by ~~his~~/~~her~~/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

Erica L. Yoder  
Signature

[NOTARY SEAL]

