

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mercer Mutual Insurance Company		12/02/2013	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	United Fire Group, Inc.		
Doing Business As:	United Fire Group		
Street Address:	118 Second Avenue SE		
City:	Cedar Rapids		
State/Country:	IOWA		
Postal Code:	52401		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2995516	M FRANKLIN INSURANCE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	3192862512		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(319) 286-2535		
Email:	eyoder@unitedfiregroup.com		
Correspondent Name:	Erica Yoder		
Address Line 1:	118 Second Avenue SE		
Address Line 4:	Cedar Rapids, IOWA 52401		
NAME OF SUBMITTER:	Erica Yoder		
Signature:	/Erica Yoder/		
Date:	12/03/2013		
Total Attachments: 3 source=M Franklin Assignment#page1.tif source=M Franklin Assignment#page2.tif source=M Franklin Assignment#page3.tif			

OP \$40.00 2995516

SERVICE MARK ASSIGNMENT

This Agreement is entered into freely by and between **MERCER MUTUAL INSURANCE COMPANY** n/k/a Mercer Insurance Company ("Assignor") and **UNITED FIRE GROUP, INC.** ("Assignee").

WHEREAS, Assignor is the owner of the actual service mark identified as follows: ***M Franklin Insurance Company***, USPTO Registration number 2995516 (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 November 26, 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 2nd day of December, 2013.

Mercer Insurance Group, Inc.
Assignee

Dianne M. Lyons
Signature

Dianne M. Lyons
Printed Name

Sr. Vice President/CFO/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)

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County of LINN)

On December 2, 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]

