

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM342764

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Food Insurance.com, L.L.C.		03/03/2014	LIMITED LIABILITY COMPANY: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Food Insurance, LLC		
<b>Street Address:</b>	111 West Avenue		
<b>City:</b>	Albion		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14411		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3840205	FOODINSURANCE	
<b>Registration Number:</b>	4138782		
<b>Registration Number:</b>	4142095	FOOD INSURANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5852958451		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	585.295.4440		
<b>Email:</b>	rochesterip@hblaw.com		
<b>Correspondent Name:</b>	Ronald S. Kareken		
<b>Address Line 1:</b>	2000 HSBC Plaza, 100 Chestnut St.		
<b>Address Line 4:</b>	Rochester, NEW YORK 14604		
<b>ATTORNEY DOCKET NUMBER:</b>	3061856		
<b>NAME OF SUBMITTER:</b>	Melanie L. Lavacca		
<b>SIGNATURE:</b>	/Melanie L. Lavacca/		
<b>DATE SIGNED:</b>	05/27/2015		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Assignment") effective as of March 3, 2014, is given by Food Insurance.com, L.L.C., a Utah limited liability company ("Food Insurance") (Daily Bread and Food Insurance are referred to herein as the "Assignors"), in favor Food Insurance, LLC, a Delaware limited liability company ("Assignee").

For good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignors do hereby sell, assign and transfer to Assignee, its successors, assigns and legal representatives all of Assignors' right, title and interest in and to all of Assignors' registered and unregistered trademarks, trade names and service marks, including but not limited to those set forth on Schedule A attached hereto, and all goodwill associated therewith (the "Trademarks"), including the right to sue and collect damages for past, present and future infringement thereof.

Assignors agree that they will, from time to time after the date hereof, upon demand and without further consideration, execute any and all further documents and take all actions which may be necessary or desirable to effect the assignment, transfer and conveyance of all rights in the Trademarks to the Assignee.

*(Signature Page Follows Immediately)*

Executed at \_\_\_\_\_, this 3rd day of March, 2014.

Daily Bread, LLC

By: Mark D. Howard  
Name: MARK D. HOWARD  
Title: CEO

Food Insurance.com, L.L.C.

By: Mark D. Howard  
Name: MARK D. HOWARD  
Title: CEO

SCHEDULE A

Trademark: FOODINSURANCE  
Serial Number: 77822109  
Registration Number: 3840205  
Status: LIVE  
Registration Date: August 31, 2010  
Owner: Food Insurance.com, L.L.C.

Trademark: FOOD INSURANCE  
Serial Number: 85420442  
Registration Number: 4138782  
Status: LIVE  
Registration Date: May 8, 2012  
Owner: Food Insurance.com, L.L.C.

Trademark: FOOD INSURANCE  
Serial Number: 85420364  
Registration Number: 4142095  
Status: LIVE  
Registration Date: May 15, 2012  
Owner: Food Insurance.com, L.L.C.

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RECORDED: 05/29/2015

TRADEMARK  
REEL: 005545 FRAME: 0487