

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412738

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Word & Brown Insurance Administrators, Inc.		01/17/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	HealthCompare Insurance Services, Inc.		
Street Address:	721 South Parker		
Internal Address:	Suite 100		
City:	Orange		
State/Country:	CALIFORNIA		
Postal Code:	92868		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3811828	HEALTHCOMPARE	
Registration Number:	4451629	SIMPLY COVERED	
CORRESPONDENCE DATA			
Fax Number:	5139293413		
<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>			
Phone:	513.929.3413		
Email:	jmueller@bakerlaw.com		
Correspondent Name:	John M. Mueller		
Address Line 1:	312 Walnut Street		
Address Line 2:	Suite 3200		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	John M. Mueller		
SIGNATURE:	/jmm/		
DATE SIGNED:	01/18/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 17th day of January, 2017, by and between Word & Brown Insurance Administrators, Inc., a California Corporation, having a place of business at 721 South Parker, Suite 300, Orange CA, 92868 ("Assignor") and HealthCompare Insurance Services, Inc., a Delaware Corporation, having a place of business at 721 South Parker, Suite 100, Orange CA, 92868 ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of trademark rights in the marks HEALTHCOMPARE and SIMPLY COVERED, including, but not limited to, U.S. Reg. Nos. 3,811,828 and 4,451,629, respectively, and the goodwill associated therewith (the "Trademark Rights");

WHEREAS, Assignee is desirous of obtaining all of the trademark rights that Assignor owns therein and Assignor has agreed to sell, transfer, assign, convey and deliver to Assignee, all of Assignor's right, title and interest in and to the Trademark Rights, together with the goodwill of the business pertaining thereto, for good and valuable consideration including one dollar (\$1), the receipt and sufficiency of which is hereby acknowledged;

AGREEMENT

NOW THEREFORE, in consideration of the foregoing, and for other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns, transfers and conveys to the Assignee all of its right, title and interest in and to all of the Trademark Rights, whatever those rights may be, including without limitation any and all registrations, applications, and/or common law rights for the Trademark Rights throughout the world, together with all of the goodwill of Assignor's business symbolized by or associated therewith, and any and all income, royalties, damages and payments now or hereafter due and/or payable with respect thereto including, without limitation, damages and payments for past, present or future infringements. Assignor hereby authorizes and requests the US Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademark Rights and to issue all corresponding registrations to the Assignee, its successors, legal representatives and assigns, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, the undersigned Assignor has executed this Assignment as of the date first set forth above.

ASSIGNOR

Word & Brown Insurance Administrators, Inc.

By:



Name: Clinton Gee

Title: Chief Financial Officer