

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM481100

<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>
General Agency Services, Inc.		01/01/2015	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The IMA Financial Group, Inc.		
<b>Street Address:</b>	8200 E 32nd Street North		
<b>City:</b>	Wichita		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	67226		
<b>Entity Type:</b>	Corporation: KANSAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4171126	ARBOR MAX	
<b>Registration Number:</b>	4443391	G A S	
<b>Registration Number:</b>	4079431	LMI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	303-583-8224		
<b>Email:</b>	jwillard@polsinelli.com, rice@polsinelli.com		
<b>Correspondent Name:</b>	Rachel A. Rice		
<b>Address Line 1:</b>	1401 Lawrence Street, Suite 2300		
<b>Address Line 4:</b>	Denver, COLORADO 80202		
<b>NAME OF SUBMITTER:</b>	Rachel A. Rice		
<b>SIGNATURE:</b>	/Rachel A. Rice/		
<b>DATE SIGNED:</b>	07/09/2018		
<b>Total Attachments: 4</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), effective as of the date set forth in the signature section, is made and entered into by and between General Agency Services, Inc., a Michigan corporation ("Assignor"), and The IMA Financial Group, Inc., a Kansas corporation ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the trademarks listed in Schedule A (the "Trademarks"), and the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to the Trademarks, together with the goodwill associated therewith.

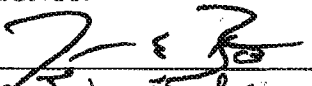
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

1. Assignor does hereby sell, assign, transfer and set over to Assignee the Assignor's entire right, title and interest in and to the Trademarks together with the Assignor's goodwill in connection with which the Trademarks is used, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, together with all income, royalties or payments in respect of the Trademarks due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademarks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. The assignment of the Trademarks accompanies the transfer of Assignor's business, or portion of the business to which the Trademarks pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. §1060, and that said business is ongoing and existing.


2. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all documentation as may be reasonable required) in the recordation of this Assignment.

The Assignor has caused this Assignment to be signed and executed by its undersigned officer thereunto duly authorized on the respective date written below.

ASSIGNOR

By:   
Name: John E. Briggs



ASSIGNEE

By:   
Name: Eric Pauly, General Counsel

Effective Date: 1-1-2015

**SCHEDULE A**

**(The Trademarks)**

<b>Country</b>	<b>Trademark</b>	<b>Appl. No./ Reg. No.</b>	<b>Application Date</b>	<b>Registration Date</b>
United States (Federal)	ARBOR MAX and Design  <b>Arbor#MAX</b>	RN: 4171126 AN: 85468016	November 9, 2011	July 10, 2012
United States (Federal)	G A S and Design  	RN: 4443391 AN: 85905643	April 16, 2013	December 3, 2013
United States (Federal)	LMI and Design  	RN: 4079431 AN: 85274187	March 23, 2011	January 3, 2012

