

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM580908

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900552996

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
THE DOYLE GROUP, INC.		10/07/2019	Corporation: FLORIDA
TDG ECOMMERCE TECHNOLOGIES, INC.		10/07/2019	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Arthur J. Gallagher Risk Management Services, Inc.
Street Address:	2850 Golf Road
City:	Rolling Meadows
State/Country:	ILLINOIS
Postal Code:	60008
Entity Type:	Corporation: ILLINOIS

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	5334730	BEAUTY INSURANCE PLUS +
Registration Number:	4969679	BEYOGI
Registration Number:	5334736	BEYOGI
Registration Number:	5334733	CHIROPRACTIC ECONOMICS
Registration Number:	5820674	DIRECT TO POLICYHOLDER
Registration Number:	5497423	ELITE BEAUTY INSURANCE
Registration Number:	5482721	ELITE BEAUTY SOCIETY
Serial Number:	87537962	KICKING ASANA AND TAKING NAMASTES
Registration Number:	5334734	MASSAGE MAGAZINE
Registration Number:	5334723	MASSAGE MAGAZINE INSURANCE PLUS +
Registration Number:	5329031	MASSAGE STUDY BUDDY
Registration Number:	5334727	NACAMS NATIONAL ASSOCIATION OF COMPLEMEN
Serial Number:	87537983	SAVE YOUR ASANA
Registration Number:	5329034	TDG THE DOYLE GROUP

CORRESPONDENCE DATA

Fax Number: 2149813400

TRADEMARK

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.

Phone: 2149813300
Email: jchester@sidley.com
Correspondent Name: Julia Chester c/o Sidley Austin LLP
Address Line 1: 2021 McKinney Avenue, Suite 2000
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:	01005-02301
NAME OF SUBMITTER:	Julia M. Chester
SIGNATURE:	/Julia M. Chester/
DATE SIGNED:	06/11/2020

Total Attachments: 9

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Assignment"), effective October 7, 2019 (the "Closing Date"), is by and among THE DOYLE GROUP, INC. (dba DIRECT TO POLICY HOLDER.COM), a Florida corporation ("Doyle"), TDG ECOMMERCE TECHNOLOGIES, INC., a Delaware corporation (together with Doyle, "Assignors"), and ARTHUR J. GALLAGHER RISK MANAGEMENT SERVICES, INC., an Illinois corporation ("Assignee"). Collectively, Assignors and Assignee are referred to herein as the "Parties".

WHEREAS, Assignors own the trademarks described on Schedule A attached hereto (the "Trademarks"); and

WHEREAS, Assignee now desires to acquire all right, title and interest in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignors hereby sell, assign and transfer, and Assignee accepts, all worldwide right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, throughout the world, in the sole name of Assignee as of the Closing Date, which Assignee is a successor to that portion of the business to which the marks pertain, and which business is ongoing and existing. Assignee, its successors and assigns, will hold and enjoy all right, title and interest in and to the Trademarks, the same as would have been held and enjoyed by Assignors had this Assignment not been made.

2. Assignors hereby irrevocably constitute and appoint Assignee and any officer or agent thereof, with full power of substitution, as its true and lawful attorney-in-fact, to take any and all action and to execute any and all documents and instruments that Assignee deems necessary or desirable to accomplish the purpose of this Assignment.


3. The Parties agree that this Assignment shall be submitted to the competent authority as required by applicable federal or state law for its registration.

4. Any amendments, modifications, alternations or supplements to this Assignment shall be made in writing to be legally effective.

5. This Assignment and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Illinois, without regard to its conflict of laws principles.

IN WITNESS WHEREOF, the Parties, intending to be legally bound, have caused this Assignment to be executed as of the date set forth above.

**ARTHUR J. GALLAGHER RISK
MANAGEMENT SERVICES, INC.**

By: 
Name: Jerome S. Hanner
Title: Vice President

**THE DOYLE GROUP, INC. (dba DIRECT
TO POLICY HOLDER.COM)**

By: _____
Name: Joseph D. Doyle, Jr.
Title: President

**TDG ECOMMERCE TECHNOLOGIES,
INC.**

By: _____
Name: Nicholas J. Doyle
Title: President

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**ARTHUR J. GALLAGHER RISK
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By: _____
Name: Jerome S. Hanner
Title: Vice President

**THE DOYLE GROUP, INC. (dba DIRECT
TO POLICY HOLDER.COM)**

By: _____
Name: Joseph D. Doyle, Jr.
Title: President

**TDG ECOMMERCE TECHNOLOGIES,
INC.**

By: _____
Name: Nicholas J. Doyle
Title: President

SCHEDULE A

TRADEMARK	APPLICATION NO.	REGISTRATION NO.	REGISTRATION DATE
BEAUTY INSURANCE PLUS + (Stylized)	87/410448	5,334,730	11/14/17
BEYOGI (Stylized)	86/471292	4,969,679	5/31/16
BEYOGI (Stylized)	87/410538	5,334,736	11/14/17
CHIROPRACTIC ECONOMICS	87/410496	5,334,733	11/14/17
DIRECT TO POLICYHOLDER and Design	88/262756	5,820,674	7/30/19
ELITE BEAUTY INSURANCE (Stylized)	87/682602	5,497,423	6/19/18
ELITE BEAUTY SOCIETY (Stylized/Design)	87/580273	5,482,721	5/29/18
KICKING ASANA AND TAKING NAMASTES	87/537962	N/A	8/7/18
MASSAGE MAGAZINE	87/410508	5,334,734	11/14/17
MASSAGE MAGAZINE INSURANCE PLUS + (Stylized)	87/410369	5,334,723	11/14/17
MASSAGE STUDY BUDDY & Design	87/410429	5,329,031	11/7/17
NACAMS NATIONAL ASSOCIATION OF COMPLEMENTARY AND ALTERNATIVE MEDICINES & Design	87/410415	5,334,727	11/14/17
SAVE YOUR ASANA	87/537983	N/A	11/28/17
TDG THE DOYLE GROUP (Stylized)	87/410522	5,329,034	11/7/17

[Schedule A to Trademark Assignment Agreement]