

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM744624

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gore Mutual Insurance Company		07/29/2022	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	Insurance Store Inc.		
Street Address:	252 Dundas Street North		
City:	Cambridge		
State/Country:	CANADA		
Postal Code:	N1R 5T3		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5952740		
CORRESPONDENCE DATA			
Fax Number:	4168657380		
<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:	14168657697		
Email:	jkkim@torys.com		
Correspondent Name:	Torys LLP		
Address Line 1:	79 Wellington Street West		
Address Line 2:	30th Floor, Box 270, TD South Tower		
Address Line 4:	Toronto, CANADA M5K 1N2		
NAME OF SUBMITTER:	Julie Kim		
SIGNATURE:	/JULIE KIM/		
DATE SIGNED:	07/29/2022		
Total Attachments: 4			
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OP \$40.00 5952740

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made and entered into as of July 29, 2022 (the “**Effective Date**”) by and between Gore Mutual Insurance Company, a corporation of Canada, the office address of which is 252 Dundas Street North, Cambridge, Ontario, N1R 5T3, Canada (“**Assignor**”), and Insurance Store Inc., a corporation governed by the laws of Ontario, Canada, the office address of which is 1 Hurontario Street, P.O. Box 205, STN Main, Collingwood, Ontario, L9Y 3Z5 (“**Assignee**”).

WHEREAS, Assignor is the owner of the trademarks listed in Schedule “A” (the “**Assigned Marks**”);

AND WHEREAS, Assignee is desirous of obtaining Assignor’s entire right, title, property, interest and benefit in, to and under the Assigned Marks;

NOW, THEREFORE, in consideration of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does hereby sell, assign, transfer and set over to Assignee, as of the Effective Date, all of Assignor’s right, title, property, interest and benefit in and to the Assigned Marks, together with the goodwill associated with the Assigned Marks, including all applications, registrations, issuances, renewals, extensions and restorations thereof, the same to be held by Assignee as fully and entirely as the same could have been held and enjoyed by Assignor if this assignment had not been made, and this assignment including the assignment of the right to sue for and recover in respect of any past, present and future infringement or passing off relating to the Assigned Marks that took place prior to the date of this assignment and the right to oppose any application to register a trademark which may be confusingly similar to any one or more of the Assigned Marks.

This Assignment may be executed in any number of counterparts, each of which is deemed to be an original, and such counterparts together constitute one and the same instrument. Transmission of an executed signature page by facsimile, email or other electronic means is as effective as a manually executed counterpart of this Agreement.

This Assignment shall be governed by and interpreted and enforced in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Gore Mutual Insurance Company

By:  _____

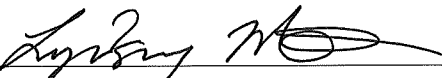
Name: SONYA STARK

Title: CCO & Corporate Secretary

[Signature Page to the Trademark Assignment]

TRADEMARK
REEL: 007806 FRAME: 0523

Insurance Store Inc.

By: 




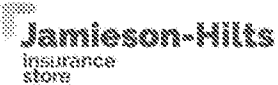
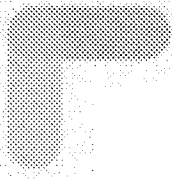
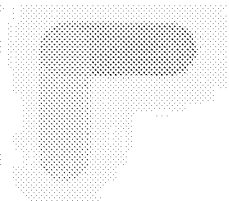
Name: LYNOSAY MONK

Title: Director, Treasurer

[Signature Page to the Trademark Assignment]

Schedule "A"

REGISTERED TRADEMARKS

No.	Country	Trademark	Design (if applicable)	Application No.	Reg. No.
1.	Canada	Insurance Store		1871388	TMA1022772
2.	Canada	Insurance Store & Design		1894204	TMA1021936
3.	Canada	For a higher level of confidence		1089516	TMA573715
4.	Canada	nobleinsurance Design	nobleinsurance	1089517	TMA570251
5.	Canada	Noble Insurance Store & Design		1894209	TMA1075872
6.	Canada	St Clair Insurance Store & Design		1894211	TMA1021931
7.	Canada	Jamieson-Hilts Insurance Store		1894212	TMA1020735
8.	Canada	Corner Logo		1894202	TMA1021937
9.	US	Corner Logo in Yellow		87916454	5952740