

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM837594

<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>
Your Way Medicare LLC		09/07/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Accretive Individual Choice Insurance Solutions, LLC		
<b>Street Address:</b>	200 Colonial Center Parkway		
<b>Internal Address:</b>	Suite 140		
<b>City:</b>	Lake Mary		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32746		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	98088220	YOUR WAY MEDICARE	
<b>Serial Number:</b>	98088221	YWM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3128622200		
<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>	3128622272		
<b>Email:</b>	carrie.rosenberg@kirkland.com		
<b>Correspondent Name:</b>	Carrie Rosenberg		
<b>Address Line 1:</b>	Kirkland and Ellis		
<b>Address Line 2:</b>	300 N LaSalle		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654		
<b>ATTORNEY DOCKET NUMBER:</b>	25711-29		
<b>NAME OF SUBMITTER:</b>	Carrie Rosenberg		
<b>SIGNATURE:</b>	/Carrie Rosenberg/		
<b>DATE SIGNED:</b>	09/07/2023		
<b>Total Attachments: 4</b>			
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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (“Assignment”) is made and entered into as of this 7th day of September, 2023 (“Effective Date”), by and between Your Way Medicare LLC (“Assignor”), and Accretive Individual Choice Insurance Solutions, LLC (“Assignee”).

**WHEREAS**, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the Effective Date, by and among the parties thereto (the “Agreement”);

**WHEREAS**, pursuant to the Agreement, Assignor assigned to Assignee, and Assignee acquired from Assignor, the United States trademark registrations and applications set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the “Marks”); and

**WHEREAS**, Assignor and Assignee desire to confirm Assignee’s ownership in the Marks.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee its entire right, title and interest in and to the Marks including, without limitation, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, 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 Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, 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.

Assignor hereby requests the Commissioner of Patents and Trademarks with the United States Patent and Trademark Office to record Assignee as the assignee and owner of the Marks.

\* \* \* \* \*

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

Your Way Medicare LLC,  
as Assignor

Accretive Individual Choice Insurance Solutions, LLC,  
as Assignee

*Jake Gudmundsen*  
\_\_\_\_\_

\_\_\_\_\_

Name: Jake Gudmundsen

Name: \_\_\_\_\_

Title: Manager

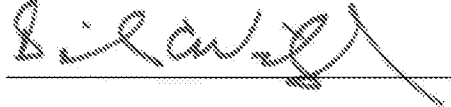
Title: \_\_\_\_\_

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

Your Way Medicare LLC,  
as Assignor

Accretive Individual Choice Insurance Solutions, LLC,  
as Assignee

\_\_\_\_\_



Name: \_\_\_\_\_


Name: David C. Wetzler

Title: \_\_\_\_\_

Title: Executive Vice President, Benefits

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Mark	Jurisdiction	Application No. Filing Date	Registration No. Registration Date	Status	Owner
YOUR WAY MEDICARE	USPTO	98088220 17-JUL-2023	--	Pending	Your Way Medicare LLC
YWM 	USPTO	98088221 17-JUL-2023	--	Pending	Your Way Medicare LLC