

900385336 11/18/2016

**TRADEMARK ASSIGNMENT COVER SHEET**

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM406055

<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>
Benefits Exchange Alliance, Inc.		10/01/2016	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Acrisure, LLC - Acrisure of California, LLC		11-28-16
<b>Street Address:</b>	5664 Prairie Creek SE		
<b>City:</b>	Caledonia		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	49316		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4480432	BXA TRUSTED ADVISORS BENEFITS EXCHANGE A	
<b>Serial Number:</b>	86672057	MATCHING PEOPLE WITH BENEFITS	
<b>Serial Number:</b>	86672073	BENEFITSMATCHMAKING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6163367000		
<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>	616-336-6000		
<b>Email:</b>	trademarks@varnumlaw.com		
<b>Correspondent Name:</b>	Timothy E. Eagle		
<b>Address Line 1:</b>	333 Bridge Street, P.O. Box 352		
<b>Address Line 4:</b>	Grand Rapids, MICHIGAN 49501		
<b>NAME OF SUBMITTER:</b>	Timothy E. Eagle		
<b>SIGNATURE:</b>	/Timothy E. Eagle/		
<b>DATE SIGNED:</b>	11/18/2016		
<b>Total Attachments: 2</b>			
source=Acrisure Benefits Exchange Assignment#page1.tif			
source=Acrisure Benefits Exchange Assignment#page2.tif			

CH \$90.00 4480432

**TRADEMARK ASSIGNMENT**

WHEREAS, Benefits Exchange Alliance, Inc., a California corporation d/b/a BXA Insurance Services, whose address is 23716 Birtcher Drive, Lake Forest, California 92630 ("Assignor"), is the recorded owner of the entire right, title and interest in and to the trademarks listed on the attached Schedule A (collectively, the "Trademarks").

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademarks by virtue of its use in commerce, to Acrisure of California, LLC, a Michigan limited liability company, whose registered address is 5664 Prairie Creek Drive SE, Caledonia, Michigan 49316 ("Assignee").

**NOW, THEREFORE**, in view of the premises herein and for good and valuable consideration, the receipt of which is hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.


IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer effective on this 1st day of October, 2016.

**BENEFITS EXCHANGE ALLIANCE, INC.,**  
a California corporation

By: \_\_\_\_\_

Adam R. DeVone, Chairman

**SCHEDULE A**

<b>Citation</b>	<b>Image</b>	<b>Status</b>	<b>Goods and Services</b>	<b>Owner</b>
BXA TRUSTED ADVISORS BENEFITS EXCHANGE ALLIANCE  U.S. Reg. No. 4,480,432		Registered	<b>INT. CL. 36</b> Insurance brokerage and consultation services	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23696 Birtcher Drive Lake Forest CALIFORNIA 92630
MATCHING PEOPLE WITH BENEFITS  Serial Number 86,672,057	<b>MATCHING PEOPLE WITH                      BENEFITS</b>	Filed June 23, 2015; Published for Opposition March 15, 2016	<b>INT. CL. 36</b> Insurance brokerage technology services related to health, dental, life and human resource services for individual, group and company sponsored plans, namely, providing web- based online database services in the field of insurance brokerages; Insurance brokerage consulting services related to health, dental, life and human resource services for individual, group and company sponsored plans	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23716 Birtcher Drive Lake Forest CALIFORNIA 92630 (Applicant)
BENEFITSMATCHMAKING  Serial Number 85,950,751	<b>BENEFITSMATCHMAKING</b>	Filed June 23, 2015; Published for Opposition March 15, 2016	<b>INT. CL. 36</b> Insurance brokerage technology services related to health, dental, life and human resource services for individual, group and company sponsored plans, namely, providing web- based online database services in the field of insurance brokerages; Insurance brokerage consulting services related to health, dental, life and human resource services for individual, group and company sponsored plans	Benefits Exchange Alliance, Inc. CORPORATION CALIFORNIA 23716 Birtcher Drive Lake Forest CALIFORNIA 92630 (Applicant)