

02-11-2000



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RECORDATION FORM COVER SHEET

OPR/FINANCE TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Effective Date  
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

- Corporation  Association

Other

- Citizenship/State of Incorporation/Organization

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FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002019 FRAME: 0833

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

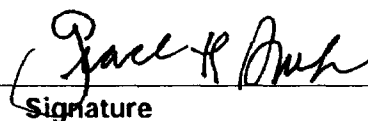
No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Grace Haiwon Awh

Name of Person Signing

  
Signature

1-12-00

Date Signed

**ASSIGNMENT OF SERVICE MARK APPLICATION**

**WHEREAS**, Quantum Direct Financial Corporation, a Delaware corporation, having a principal place of business at 29621 Northwestern Highway, Southfield, Michigan 48034 intends to use in its business a certain service mark, **AUTO INSURANCE THE DIRECT WAY**, (the "Mark"); and

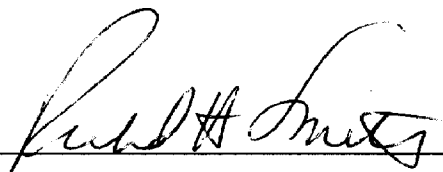
**WHEREAS**, Quantum Direct Financial Corporation, is the owner of an intent-to-use U.S. service mark application for federal registration of **AUTO INSURANCE THE DIRECT WAY**, Service Mark Application Serial No. 75/313,420; and

**WHEREAS**, Direct General Corporation, a Tennessee corporation, having a principal place of business at 1281 Murfreesboro Road, Nashville, Tennessee 37217, is desirous of acquiring all right, title and interest of Quantum Direct Financial Corporation in and to the Mark, its subject application for federal registration, and the goodwill associated therewith.

**NOW, THEREFORE**, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Quantum Direct Financial Corporation hereby assigns unto Direct General Corporation all of its right, title and interest in and to the Mark, together with the goodwill associated with and symbolized by the Mark, and the application for registration thereof hereinbefore set forth, and including the right to sue for past infringement, if any there may be.

Dated as of December 6, 1999.

**QUANTUM DIRECT FINANCIAL CORPORATION**

By: 

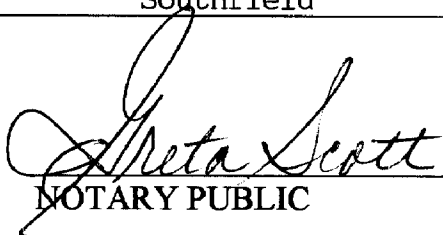
Its: President

STATE OF MICHIGAN )  
 ) SS  
COUNTY OF OAKLAND )

Before me, GRETA SCOTT, of the state and county aforementioned, personally appeared RICHARD H. SMITH, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the President

of Quantum Direct Financial Corporation, the within named corporation, and that he as such President, executed the foregoing instrument for the purpose therein contained, by signing the names of the corporations by himself as President of Quantum Direct Financial Corporation.

Witness my hand and seal, at office in Southfield,  
this 6th day of December, 19 99.

  
NOTARY PUBLIC

My commission expires:

\_\_\_\_\_

**Greta D. Scott**  
**Notary Public, Wayne County, Michigan**  
**(Acting in Oakland County, Michigan)**  
**My Commission Expires: September 8, 2004**

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