

RECOF

08-26-2003

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To the Commissioner, United States Patent

102534301

d original documents or copy thereof.

1. Name of conveying party(ies)

Paragon Group, Inc.

2003 AUG 21 PM 2:47

8-21-03 FINANCE SECTION

2. Name and address of receiving party(ies)

Name: Massachusetts State Automobile Dealers Association, Inc.

Internal Address:

Street Address: 51 Temple Place

City: Boston State: MA ZIP: 02111

- Individual(s)
- General Partnership
- Corporation - State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 3, 2003

- Association
- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Massachusetts
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,293,161

1293161

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John L. DuPré

Internal Address:

Hamilton, Brook, Smith & Reynolds, P.C.

Street Address: 530 Virginia Road

P.O. Box 9133

City: Concord State: MA ZIP: 01742-9133

6. Total number of applications and registrations involved: [1]

7. Total Fee (37 C.F.R. 3.41)..... \$ 40.00

- Enclosed
- Authorized to charge any deficiencies or credit any overpayment to deposit account
- Authorized to be charged to deposit account

8. Deposit account number:

08-0380

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

John L. DuPré

Name of Person Signing

John L. DuPré
Signature

8/19/03
Date

Total number of pages including cover sheet, attachments, and document: [3]

08/22/2003 LMUELLER 00000128 1293161

01 FC:8521

40.00 OP

TRADEMARK
REEL: 002810 FRAME: 0437

ASSIGNMENT OF SERVICEMARK

WHEREAS, Paragon Group, Inc., a corporation organized and existing under the laws of Massachusetts, and having its principal place of business at 269 Willow Gate Rise, Holliston, Massachusetts 01746 (hereinafter called SELLER) is the owner of the entire right, title and interest in and to a certain servicemark, as specified in "EXHIBIT A" attached hereto and made a part hereof; and

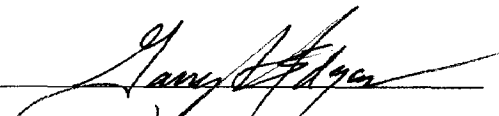
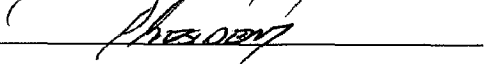
WHEREAS, Massachusetts State Automobile Dealers Association, Inc, a corporation organized and existing under the laws of Massachusetts, and having its principal place of business at 51 Temple Place, Boston, Massachusetts 02111 (hereinafter called BUYER) desires to acquire the entire right, title and interest in and to certain assets and properties of SELLER, including said servicemark; and

WHEREAS, SELLER has agreed to execute such additional instruments as may be necessary or desirable to confirm said acquisition of certain assets by BUYER.

NOW, THEREFORE, in consideration of the foregoing, as well as for other good and valuable consideration receipt of which is hereby acknowledged, SELLER, hereby sells, assigns, transfers and sets over to BUYER, its successors, legal representatives and assigns, the entire right, title and interest of SELLER in and to said servicemark, together with the good will of the business symbolized by said servicemark, and all claims, if any, which may have arisen thereunder prior to the date of this Assignment.

IN WITNESS WHEREOF, SELLER has caused this instrument to be executed by its duly authorized corporate officer, and its corporate seal to be hereunto affixed, all effective the 3rd day of February, 2003.

ATTEST:

By 
Its 

ACKNOWLEDGMENT

Commonwealth of Massachusetts)
County of Suffolk) ss.

On this 3rd day of February, 2003, being duly sworn, personally appeared before me, the above-named Garry Edgar, known by me to be the one who executed the foregoing instrument and subscribed the same in my presence, and acknowledged the same to be his free act and deed on behalf of and as authorized by Paragon Group, Inc.

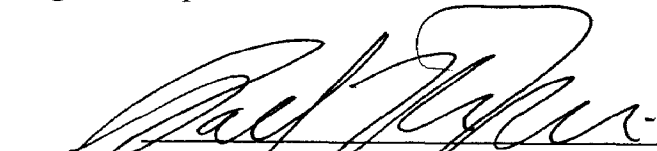

Notary Public
Paul M. Harris
Expires 3/4/05

EXHIBIT A



U. S. Servicemark Registration No.: 1,293,161

Servicemark: NEW ENGLAND INTERNATIONAL AUTO SHOW

Registration Date: September 4, 1984

For: Organizing and conducting automobile trade show.