

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dennis J. Ewald		09/02/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	DaimlerChrysler Corporation
Street Address:	800 Chrysler Drive
City:	Auburn Hills
State/Country:	MICHIGAN
Postal Code:	48326
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2282128	RUBICON
Registration Number:	2835863	RUBICON

CORRESPONDENCE DATA	
Fax Number:	(404)815-6555
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4048156500
Email:	tadmin@kilpatrickstockton.com
Correspondent Name:	William H. Brewster
Address Line 1:	1100 Peachtree Street
Address Line 2:	Suite 2800
Address Line 4:	Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	C0386.268973
-------------------------	--------------

NAME OF SUBMITTER:	Valetta A. Northcutt
--------------------	----------------------

Total Attachments: 2
source=1njwm01_#page1.tif
source=1njwm01_#page2.tif

OP \$65.00 2282128

**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into and effective as of September 2, 2004 (the "Effective Date") by and between Dennis J. Ewald, an individual residing at 124 Melrose, Toledo, Ohio, 43610 ("Assignor") and DaimlerChrysler Corporation, a Delaware corporation, with a principal place of business located at 800 Chrysler Drive, Auburn Hills, Michigan, 48326 ("Assignee").

WHEREAS, Assignor has adopted and used and registered and owns the trademark RUBICON in connection with certain goods set forth in the table below (the "Mark"), together with the United States Trademark Registrations set forth in the table below (the "Registrations"):

<b>Mark</b>	<b>Serial Number and Registration Number</b>	<b>Description of Goods</b>
RUBICON	75417644 2282128	Cargo trailers
RUBICON	76395247 2835863	Racks specifically fitted for vehicles for holding cargo, namely, portable coolers

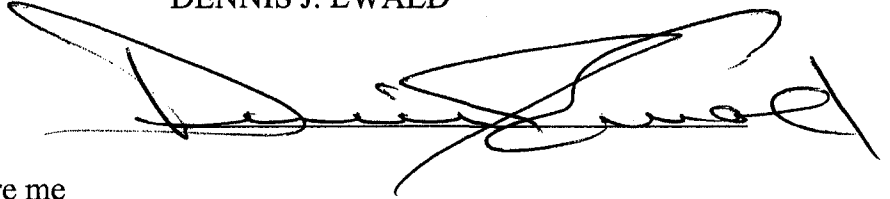
WHEREAS, Assignee wishes to have Assignor assign, grant and deliver exclusively to Assignee all of Assignor's rights, titles and interests of every kind and nature whatsoever in and to the Mark and the Registrations, together with all goodwill relating thereto, and all of Assignor's rights of action and claims for past infringement thereof; and

WHEREAS, Assignor wishes to assign, grant and deliver exclusively to Assignee all of his rights, titles and interests of every kind and nature whatsoever in and to the Mark and the Registrations, together with all goodwill relating thereto, and all of Assignor's rights of action and claims for past infringement thereof; and

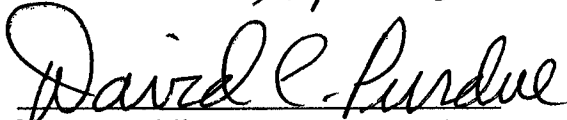
NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, titles and interests in and to the Mark and the Registrations, together with the goodwill symbolized by the Mark and the Registrations, and all of Assignor's causes of action and claims based on third parties' past actions or infringements related to the Mark and the Registrations as of the Effective Date.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 15<sup>th</sup> day of September 2004.

DENNIS J. EWALD



Sworn to and subscribed before me this 15<sup>th</sup> day of September, 2004.

  
Notary Public

My commission expires: \_\_\_\_\_

**DAVID C. PURDUE**  
Attorney At Law  
Notary Public, State of Ohio  
My commission has no expiration date  
O.R.C. 147.03