

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Asurion Roadside Assistance Services, Inc.		09/30/2004	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	Asurion Corporation
Street Address:	160 Bovet Road
Internal Address:	Suite 402
City:	San Mateo
State/Country:	CALIFORNIA
Postal Code:	94401
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2704834	INTELLIRESCUE

CORRESPONDENCE DATA

Fax Number: (615)259-1470
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 615-259-1030
 Email: mcecchi@stokesbartholomew.com
 Correspondent Name: Stokes Bartholomew Evans & Petree, P.A.
 Address Line 1: 424 Church Street
 Address Line 2: Suite 2800
 Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	12194-4
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NAME OF SUBMITTER:	Micol Cecchi
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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Asurion Roadside Assistance Services, Inc., a Texas corporation with an address of 5757 Alpha Road, Suite 550, Dallas, TX 75240 (the "Assignor"), owns and is using the trademark **INTELLIRESCUE** registered with the U.S. Patent and Trademark Office under registration no. 2,704,834 (the "Mark"); and

WHEREAS, Asurion Corporation, a Delaware company with an address of 160 Bovet Road, Suite 402, San Mateo, CA 94401 (the "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark;

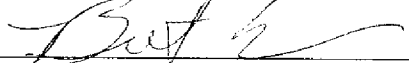
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the registration therefor throughout the world together with the goodwill of the business which is symbolized by the Mark.

Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF Assignor has executed this Assignment on the date entered below.

Date: 9-30-04

Asurion Roadside Assistance Services, Inc.



By: Bret Comolli

Title: President

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