

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
SERNOCORP, LLC		04/20/2006	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	GASPEDAL LLC		
<b>Street Address:</b>	333 West North Avenue		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60610		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2943504	GASPEDAL	
Registration Number:	2935974	GASPEDAL	
Registration Number:	2469567	GASPEDAL	
Registration Number:	2574466	DEEPQUOTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)551-1101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	312/551-8300		
<b>Email:</b>	ssmilie@pfs-law.com		
<b>Correspondent Name:</b>	Scott W. Smilie		
<b>Address Line 1:</b>	150 South Wacker Drive, Suite 900		
<b>Address Line 2:</b>	Patzik, Frank & Samotny Ltd.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	4367-001		

**CH \$115.00 2943504**

NAME OF SUBMITTER:	Scott W. Smilie
Signature:	/scott w smilie/
Date:	05/04/2006
Total Attachments: 3 source=4367.001.assignment#page1.tif source=4367.001.assignment#page2.tif source=4367.001.assignment#page3.tif	

**TRADEMARK ASSIGNMENT**

FOR GOOD AND VALUABLE CONSIDERATION, the sufficiency and receipt of which is hereby acknowledged, **SERNOCORP, LLC**, a New York limited liability company (hereinafter sometimes referred to as "**Assignor**"), hereby sells, transfers, assigns, and conveys to **GASPEDAL LLC**, an Illinois limited liability company (hereinafter sometimes referred to as "**Assignee**"), Assignor's entire worldwide right, title and interest in and to any trademark registration, service mark registration, trade names, service marks, service mark applications and/or trademark applications owned by Assignor, including, but not limited to, those listed on **Schedule A** attached hereto and made a part hereof, as well as the goodwill associated with the business symbolized by the trade names, trademarks and/or service marks, and any and all state trademark registrations and common law trademark rights associated therewith; and any renewals thereof; all income, royalties, damages, license fees, licenses and payments now and hereafter due and/or payable with respect thereto; and any and all United States and/or foreign trademark (or service mark) registrations which may issue on same in the future (the "**Trademarks**"), the same to be held and enjoyed by Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or legal representatives, to the end of the term or terms for which such Trademarks may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor if this sale and assignment had not been made.

Assignor agrees to execute and deliver to Assignor such instruments necessary or desirable to perfect the above-described transfer of, or to procure, the Trademarks or to maintain the Trademarks before the United States Patent and Trademark Office, and to cooperate reasonably with Assignee in obtaining and/or providing information that is required in any proceedings relating to the Trademarks.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed on the date and in the capacity shown below.

**ASSIGNOR:**

SERNOCORP, LLC


By: 

Title: COO

Date: April 20, 2006

**ASSIGNEE:**

GASPEDAL LLC

By: 

Title: COO

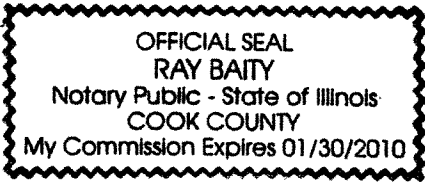
Date: April 20, 2006

This instrument was acknowledged/subscribed and sworn to before me on this 20 day of April, 2006 by

Andy Sernovitz  
(name of signor)

[Signature]  
NOTARY PUBLIC

SEAL

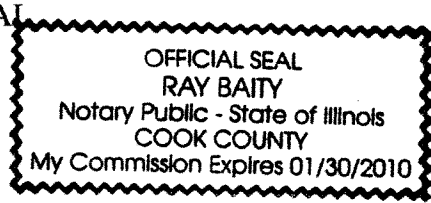


This instrument was acknowledged/subscribed and sworn to before me on this 20 day of April, 2006 by

Andy Sernovitz  
(name of signor)

[Signature]  
NOTARY PUBLIC

SEAL



**SCHEDULE A**

**REGISTRATIONS**

<u>MARK</u>	<u>COUNTRY</u>	<u>REGISTRATION NO./DATE</u>	
GASPEDAL	USA	2,943,504 April 26, 2005	(Service Mark)
GASPEDAL	USA	2, 935,974 March 29, 2005	(Trademark)
GASPEDAL	USA	2, 469,567 July 17, 2001	(Service Mark)
DEEPQUOTE	USA	2,574,466 May 28, 2002	(Service Mark)