

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/28/2001

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Charles Kirby		09/28/2001	INDIVIDUAL: UNITED STATES
Promotive Filters, Inc.		09/28/2001	CORPORATION: CALIFORNIA
Warner Distributing Co.		09/28/2001	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Purolator Products NA, Inc.
Street Address:	2135 Maple Road
City:	Troy
State/Country:	MICHIGAN
Postal Code:	48084
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1536323	PROMOTIVE

CORRESPONDENCE DATA

Fax Number: (313)496-8454
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 313 496-7596
 Email: basile@millercanfield.com
 Correspondent Name: Marjory G. Basile
 Address Line 1: 150 W. Jefferson Avenue
 Address Line 2: Suite 2500
 Address Line 4: Detroit, MICHIGAN 48226

NAME OF SUBMITTER:	Marjory G. Basile
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CH \$40.00 1536323

Signature:

/Marjory G. Basile/

Date:

05/22/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT made this 28th day of September, 2001, by and between CHARLES KIRBY, PROMOTIVE FILTERS, INC. and WARNER DISTRIBUTING CO. (hereinafter collectively "Assignor"), an individual and two California corporations with a place of business at 510B North Sheridan, Corona, California 92880, and PUROLATOR PRODUCTS NA, INC., (hereinafter "Assignee"), a Delaware corporation with a place of business at 2135 Maple Road, Troy, Michigan 48084.

WHEREAS, Assignor owns and has used, or is using, the trademark "PROMOTIVE (stylized)", registered in the United States Patent and Trademark Office on April 25, 1989 under Registration No. 1,536,323 (hereinafter the "Mark").

WHEREAS, Assignee is desirous of acquiring the Mark and all rights therein, including the goodwill of the business associated therewith, as well as all common-law rights and the federal trademark and service mark registration identified hereinabove.

NOW, THEREFORE, for good and valuable consideration, the receipt of and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all its rights, title, and interest in and to the Mark, all common-law rights, and the federal registration identified hereinabove, together with the goodwill of the business symbolized thereby.

Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Mark.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment as well as provide such other material, information, or assistance as Assignee may consider necessary.

The parties may execute multiple originals of this Agreement and each such partially executed original of this Agreement shall serve, when combined with a partially executed original, as a fully executed and enforceable Agreement.

This assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith. Assignor hereby authorizes and requests the Commissioner of Patents and

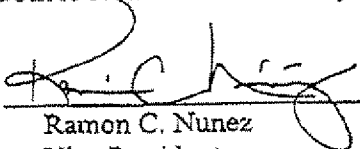
Warner Distributing Company Trademark Assignment-Final


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Trademarks of the United States to issue registrations or assign trademarks and service mark applications, to issue any and all Certificates of Registration for said applications, and any maintenance declarations, renewal applications therefore, to Purolator Products NA, Inc. as Assignee of the entire interest identified hereinabove. Assignor hereby covenants that it has not executed, and will not execute any agreements inconsistent herewith.

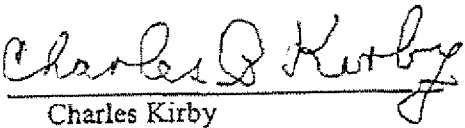
PURULATOR PRODUCTS NA, INC.


WARNER DISTRIBUTING CO.

By: 
Ramon C. Nunez
Vice President

By: 
Charles Kirby
President

PROMOTIVE FILTERS, INC.

By: 
Charles Kirby
President


Charles Kirby

Warner Distributing Company Trademark Assignment-Final