

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
United Van Lines, LLC		07/26/2007	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	Mayflower Transit, LLC		
Street Address:	One Mayflower Drive		
City:	Fenton		
State/Country:	MISSOURI		
Postal Code:	63026		
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78531294	KNOW BEFORE YOU GO	
CORRESPONDENCE DATA			
Fax Number:	(314)552-7179		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(314) 552-6499		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Caroline G. Chicoine		
Address Line 1:	Thompson Coburn LLP		
Address Line 2:	One U.S. Bank Plaza		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	40085/50949		
NAME OF SUBMITTER:	Caroline G. Chicoine		
Signature:	/Caroline G. Chicoine/		

CH \$40.00 78531294

Date:

08/06/2007

Total Attachments: 1

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
SERVICE MARK APPLICATION ASSIGNMENT**

The undersigned, **UNITED VAN LINES, LLC**, a Missouri limited liability company located at One United Drive, Fenton, Missouri 63026 ("Assignor") hereby assigns and transfers all rights, title, ownership and interest in and to the United States federal service mark application set forth below, and any resulting registration (the "Application"), together with the goodwill symbolized by the mark that is the subject of the Application, in favor of **MAYFLOWER TRANSIT, LLC**, a Missouri limited liability company located at One Mayflower Drive, Fenton, Missouri 63026 ("Assignee") for good and valuable consideration, the receipt, adequacy and sufficiency of which is hereby acknowledged:

<u>Mark</u>	<u>Ser. No.</u>	<u>Filing Date</u>	<u>Class</u>
KNOW BEFORE YOU GO	78/531,294	December 13, 2004	39

In witness whereof, the parties have executed this Service Mark Application Assignment (the "Assignment") on the 26th day of July, 2007.

UNITED VAN LINES, LLC

By: George F. Smith
Name: George F. Smith
Title: Assistant Secretary

MAYFLOWER TRANSIT, LLC

By: Timothy M. Baer
Name: Timothy M. Baer
Title: Assistant Secretary

STATE OF MISSOURI)
COUNTY OF ST. LOUIS) SS.

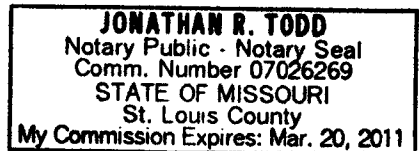
On this 26th day of July, 2007 before me, a Notary Public in and for said state, personally appeared George F. Smith, Assistant Secretary of UNITED VAN LINES, LLC, known to me to be the person who executed the within Assignment in behalf of said company and acknowledged to me that he executed the same for the purposes therein stated.

IN TESTIMONY WHEREOF, I have hereunto set my hand in the County and State aforesaid, the day and year first above written.

Jonathan R. Todd
Notary Public

My Commission expires: 3/20/11

STATE OF MISSOURI)
COUNTY OF ST. LOUIS) SS.



On this 26th day of July, 2007 before me, a Notary Public in and for said state, personally appeared Timothy M. Baer, Assistant Secretary of MAYFLOWER TRANSIT, LLC, known to me to be the person who executed the within Assignment in behalf of said company and acknowledged to me that he executed the same for the purposes therein stated.

IN TESTIMONY WHEREOF, I have hereunto set my hand in the County and State aforesaid, the day and year first above written.

Jonathan R. Todd
Notary Public

My Commission expires: 3/20/11

