

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Direct General Corporation	FORMERLY Direct Corporation	05/23/1996	CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Direct General Corporation		
<b>Street Address:</b>	1281 Murfreesboro Road		
<b>Internal Address:</b>	Legal Department		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37217		
<b>Entity Type:</b>	CORPORATION: TENNESSEE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	74680312	DIRECT GENERAL FINANCIAL SERVICES	
<b>Registration Number:</b>	2111070	DIRECT GENERAL FINANCIAL SERVICES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(615)366-3722		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6153663723		
<b>Email:</b>	stephanie.johnson@directgeneral.com		
<b>Correspondent Name:</b>	Stephanie Johnson		
<b>Address Line 1:</b>	1281 Murfreesboro Road		
<b>Address Line 4:</b>	Nashville, TENNESSEE 37217		
<b>NAME OF SUBMITTER:</b>	stephanie johnson		
<b>Signature:</b>	/stephanie johnson/		
<b>Date:</b>	08/17/2007		

OP \$65.00 74680312

Total Attachments: 4

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RECEIVED  
STATE OF TENNESSEE  
93 SEP 28 AM 10:01  
RILEY DARNELL  
SECRETARY OF STATE

CHARTER  
OF  
DIRECT CORPORATION

BOOK 9320 PAGE 368

The undersigned, acting as the incorporator of a corporation under the Tennessee Business Corporation Act, adopt the following Charter for such corporation:

APR 22 1994

1. The name of the corporation is Direct Corporation.
2. The corporation is authorized to issue Fifty <sup>CERTIFIED COPY</sup> Thousand (50,000) shares of stock (common, having no par value). These shares together shall have unlimited voting rights and full and equal rights to share in the profits of the corporation and its net assets upon dissolution. *Riley Darnell*  
SECRETARY OF STATE
3. The street address of the initial registered office of the corporation is 905 East Trinity Lane, Nashville, Davidson, County, Tennessee 37207, and the initial registered agent for the corporation at that office is Jacqueline Crawford.
4. The name and address of the incorporator is:  

Tammy Adair  
905 East Trinity Lane  
Nashville, Tennessee 37207
5. The street address of the principal office of the corporation is 905 East Trinity Lane, Nashville, Tennessee 37207.
6. The corporation is for profit.
7. To the extent allowed by the laws of the State of Tennessee, no present or future director of the corporation (or his or her estate, heirs and personal representatives) shall be liable to the corporation or its shareholders for monetary damages for breach of fiduciary duty as a director of the corporation. Any liability of a director (or his or her estate, heirs and personal representatives) shall be further eliminated or limited to the fullest extent allowed by the laws of the State of Tennessee, as may hereafter be adopted or amended.
8. With respect to claims or liabilities arising out of service as a director or officer of the corporation, the corporation shall indemnify and advance expenses to each present and future director and officer (and his or her estate, heirs and personal representatives) to the fullest extent allowed by the laws of the State of Tennessee, both as now in effect and as hereafter adopted or amended.

Dated the 23 day of September, 1993.

*Tammy Adair*  
\_\_\_\_\_  
Tammy Adair, Incorporator

TRADEMARK

REEL: 003603 FRAME: 0968

516

Secretary of State  
Corporations Section  
James K. Polk Building, Suite 1800  
Nashville, Tennessee 37243-0306

ISSUANCE DATE: 04/22/1994  
REQUEST NUMBER: 94112024

CHARTER/QUALIFICATION DATE: 09/28/1993  
STATUS: ACTIVE  
CORPORATE EXPIRATION DATE: PERPETUAL  
CONTROL NUMBER: 0270737  
JURISDICTION: TENNESSEE

BOOK 9320 PAGE 367

TO:  
WYATT TARRANT COMBS ETC  
511 UNION STREET  
NASHVILLE, TN 37219

REQUESTED BY:  
WYATT TARRANT COMBS ETC  
511 UNION STREET  
NASHVILLE, TN 37219

I, RILEY C DARNELL, SECRETARY OF STATE OF THE STATE OF TENNESSEE DO HEREBY CERTIFY THAT

"DIRECT CORPORATION"

WAS INCORPORATED OR QUALIFIED TO DO BUSINESS IN THE STATE OF TENNESSEE ON THE ABOVE DATE, AND THAT THE ATTACHED DOCUMENT(S) WAS/WERE FILED IN OFFICE ON THE DATE(S) AS BELOW INDICATED:

REFERENCE NUMBER	DATE FILED	FILING TYPE	FILING ACTION
2739-2699	09/28/1993	CHART-PROFIT	NAM DUR STK PRN OFC AGT INC MAL FYC

42072

IDENTIF. REFERENCE

94 APR 22 PM 12:33

FELIX A. HARRISON II REGISTER  
DAVIDSON COUNTY, TN.

7285 04/22 0101 03CHECK 5.00

FOR: REQUEST FOR COPIES

ON DATE: 04/22/94

FROM:  
WYATT TARRANT COMBS ETC (511 UNION ST)  
1500 NASHVILLE CITY  
CENTER 511 UNION ST.  
NASHVILLE, TN 37219-0000

	FEE	TAX
RECEIVED:	\$10.00	\$10.00
TOTAL PAYMENT:		\$20.00

RECEIPT NUMBER: 00001649651  
ACCOUNT NUMBER: 00086973

*Riley C Darnell*

RILEY C. DARNELL  
SECRETARY OF STATE



TRADEMARK

REEL: 003603 FRAME: 0969

ARTICLES OF AMENDMENT TO THE CHARTER  
OF  
DIRECT CORPORATION

**FILED**  
STATE OF TENNESSEE  
96 MAY 24 AM 10:32  
FILED DONNELL  
SECRETARY OF STATE

**TO THE SECRETARY OF STATE OF THE STATE OF TENNESSEE:**

Pursuant to the provisions of Section 48-20-106 of the Tennessee Business Corporation Act, the undersigned corporation adopts the following Articles of Amendment to amend its Charter:

1. The text of the amendment adopted is as follows:

Paragraph one (1) is replaced by the following:

1. The name of the corporation is:

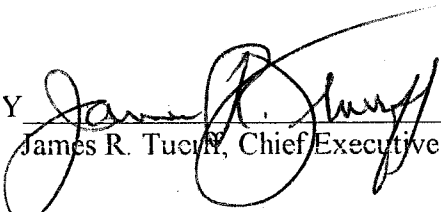
DIRECT GENERAL CORPORATION

2. The amendment was adopted on April 29, 1996.
3. The amendment was duly adopted by the shareholders.

DATED May 23, 1996

DIRECT CORPORATION

BY

  
James R. Tuck, Chief Executive Officer

BOOK 10086 PG 652

Secretary of State

Corporations Section

James K. Polk Building, Suite 1800

Nashville, Tennessee 37243-0306

DATE: 06/03/96  
REQUEST NUMBER: 3176-1312  
TELEPHONE CONTACT: (615) 741-0537  
FILE DATE/TIME: 05/24/96 1032  
EFFECTIVE DATE/TIME: 05/24/96 1032  
CONTROL NUMBER: 0270737

TO:  
ADAIR SCHUERMAN & WHITE  
4171 LAMAR AVENUE

MEMPHIS, TN 38118

BOOK 10086 PG 651

RE:  
DIRECT GENERAL CORPORATION  
CHARTER AMENDMENT

THIS WILL ACKNOWLEDGE THE FILING OF THE ATTACHED DOCUMENT WITH AN EFFECTIVE DATE AS INDICATED ABOVE.

WHEN CORRESPONDING WITH THIS OFFICE OR SUBMITTING DOCUMENTS FOR FILING, PLEASE REFER TO THE CORPORATION CONTROL NUMBER GIVEN ABOVE.

PLEASE BE ADVISED THAT THIS DOCUMENT MUST ALSO BE FILED IN THE OFFICE OF THE REGISTER OF DEEDS IN THE COUNTY WHEREIN A CORPORATION HAS ITS PRINCIPAL OFFICE IF SUCH PRINCIPAL OFFICE IS IN TENNESSEE.

MAIL ENV.

FELIX Z. WILSON III REGISTER  
DAVIDSON COUNTY, TN.

96 JUN 14 AM 10:27

IDENTIF. & REFERENCE

0192599

FOR: CHARTER AMENDMENT

ON DATE: 05/30/96

FROM:  
DIRECT CORPORATION  
905 E. TRINITY LN

NASHVILLE, TN 37207-0000

RECEIVED: FEES \$10.00 \$10.00  
TOTAL PAYMENT RECEIVED: \$20.00  
RECEIPT NUMBER: 00001969276  
ACCOUNT NUMBER: 00227682

3369 06/14 0101 03CHECK

5.00



*Riley C. Darnell*

RILEY C. DARNELL  
SECRETARY OF STATE

TRADEMARK

REEL: 003603 FRAME: 0971

RECORDED: 08/17/2007