

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Guggenheim Corporate Funding, LLC		01/11/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	South Coast Auto Insurance Marketing, Inc.		
Street Address:	10801 Walker Street		
Internal Address:	Suite 250		
City:	Cypress		
State/Country:	CALIFORNIA		
Postal Code:	90630		
Entity Type:	CORPORATION: CALIFORNIA		
Name:	Westline Corporation		
Street Address:	10801 Walker Street		
Internal Address:	Suite 250		
City:	Cypress		
State/Country:	CALIFORNIA		
Postal Code:	90630		
Entity Type:	CORPORATION: CALIFORNIA		
Name:	South Coast Dealer Services, Inc.		
Street Address:	10801 Walker Street		
Internal Address:	Suite 250		
City:	Cypress		
State/Country:	CALIFORNIA		
Postal Code:	90630		
Entity Type:	CORPORATION: CALIFORNIA		
Name:	Insurenow Insurance Services, Inc.		

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TRADEMARK
REEL: 003695 FRAME: 0392

Street Address:	10801 Walker Street
Internal Address:	Suite 250
City:	Cypress
State/Country:	CALIFORNIA
Postal Code:	90630
Entity Type:	CORPORATION: CALIFORNIA

Name:	Solo Insurance Services, Inc.
Street Address:	10801 Walker Street
Internal Address:	Suite 250
City:	Cypress
State/Country:	CALIFORNIA
Postal Code:	90630
Entity Type:	CORPORATION: CALIFORNIA

Name:	Spotcoverage Insurance Services, Inc.
Street Address:	10801 Walker Street
Internal Address:	Suite 250
City:	Cypress
State/Country:	CALIFORNIA
Postal Code:	90630
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2375639	PERSONAL SERVICE INSURANCE
Registration Number:	2175005	SOUTH COAST INSURANCE
Registration Number:	3098153	
Serial Number:	76651618	FREEWAY INSURANCE
Serial Number:	76651619	HIGHWAY INSURANCE
Serial Number:	76651620	TURNPIKE INSURANCE
Serial Number:	76651622	EXPRESSWAY INSURANCE
Serial Number:	76651623	IT'S THAT THING YOU'RE SPEEDING ON

CORRESPONDENCE DATA

Fax Number: (312)863-7806

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-863-7198

Email: nancy.brougher@goldbergkohn.com

TRADEMARK
REEL: 003695 FRAME: 0393

Correspondent Name: Nancy Brougher c/o Goldberg Kohn
Address Line 1: 55 East Monroe Street
Address Line 2: Suite 3300
Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:

5125.168

NAME OF SUBMITTER:

Nancy Brougher

Signature:

/njb/

Date:

01/14/2008

Total Attachments: 3

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RELEASE OF ASSIGNMENT FOR SECURITY OF TRADEMARKS

THIS RELEASE is made as of this 11th day of January, 2008, by **Guggenheim Corporate Funding, LLC** ("Guggenheim"), a Delaware limited liability company, in favor of **South Coast Auto Insurance Marketing, Inc.**, a California corporation, **Westline Corporation**, a California corporation, **South Coast Dealer Services, Inc.**, a California corporation, **Insurennow Insurance Services, Inc.**, a California corporation, **Solo Insurance Services, Inc.**, a California corporation, and **Spotcoverage Insurance Services, Inc.**, a California corporation (collectively, the "Companies").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Guggenheim hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Pledge and Security Agreement dated as of August 18, 2006 and that certain First Amendment to Pledge and Security Agreement dated as of October 16, 2006, made by Companies in favor of Guggenheim.

Guggenheim consents and agrees to execute and deliver, at the request and cost of Companies, such further instruments, documents and release forms as Companies may reasonably request to more effectively, release, terminate and extinguish any such liens and security interests upon such trademarks.

This Release shall be binding upon Guggenheim's legal representatives,
assigns and successors.

Guggenheim Corporate Funding, LLC

By: 
Name: Stephen D. Sautel
Title: Senior Managing Director

Stephen D. Sautel
Senior Managing Director

SCHEDULE A

MARK	REGISTRATION OR SERIAL NUMBER	DATE
Personal Service Insurance	2375639	08/08/00
South Coast Insurance	2175005	07/21/98
None (Design only)	3098153	05/30/06
Freeway Insurance	76651618	11/30/05
Highway Insurance	76651619	11/30/05
Turnpike Insurance	76651620	11/30/05
Expressway Insurance	76651622	11/30/05
It's That Thing You're Speeding On	76651623	11/30/05