

**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>
South Coast Auto Insurance Marketing, Inc.		01/11/2008	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zeal Insurance Services, Inc.		
<b>Street Address:</b>	10801 Walker Street, Suite 250		
<b>Internal Address:</b>	c/o Confie Seguros California, Inc.		
<b>City:</b>	Cypress		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90630		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3098153		
Registration Number:	2175005	SOUTH COAST INSURANCE	
Registration Number:	2375639	PERSONAL SERVICE INSURANCE	
Registration Number:	2257086	SCI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)883-8883		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-883-1700		
<b>Email:</b>	jastephenon@dslip.com		
<b>Correspondent Name:</b>	Duval & Stachenfeld LLP		
<b>Address Line 1:</b>	300 E. 42nd Street, Third Floor		
<b>Address Line 2:</b>	attn: J. Andrew Stephenson		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	8829.0001		

OP \$115.00 3098153

NAME OF SUBMITTER:	J. Andrew Stephenson
Signature:	/J.A. Stephenson/
Date:	01/16/2008
Total Attachments: 3 source=South Coast TM Assignment#page1.tif source=South Coast TM Assignment#page2.tif source=South Coast TM Assignment#page3.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, SOUTH COAST AUTO INSURANCE MARKETING, INC., a California corporation ("Assignor"), is the owner of the trademarks and service marks set forth on Schedule A attached hereto and made part hereof for which Assignor has registered or has applied for registrations with the United States Patent and Trademark Office (collectively and individually, the "Marks"); and

WHEREAS, Assignor and ZEAL INSURANCE SERVICES, INC., a California corporation ("Assignee"), are parties to a certain asset purchase agreement, dated as of January \_\_, 2008 ("Asset Purchase Agreement"), pursuant to which Assignor transferred and conveyed, among other things, all right, title and interest, including good will, in and to each of the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor reaffirms its prior transfer and conveyance set forth in the Asset Purchase Agreement and hereby assigns, transfers and conveys to Assignee, its successors and assigns, the entire, worldwide right, title and interest in and to the Marks and any trade dress associated with the Marks, including without limitation the registrations and applications for registrations set forth on Schedule A, together with the good will of Assignor's business connected with and symbolized by the Marks and trade dress and any and all causes of action heretofore and hereafter accrued or accruing for infringement or threatened or alleged infringement of the Marks in the sole name of Assignee, its successors or assigns. Assignor agrees to execute any document in addition to this instrument that Assignee deems necessary or appropriate to effectuate the rights transferred and conveyed above.

Neither the making nor the acceptance of this assignment and transfer shall constitute a waiver or release by Assignor or Assignee of any liabilities, duties or obligations imposed upon either of them by the terms of the Asset Purchase Agreement.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the 11<sup>th</sup> day of January 2008.



SOUTH COAST AUTO INSURANCE MARKETING, INC.

By: \_\_\_\_\_

Name:

Title: *John Klaeb*  
*President and CEO*

**Schedule A  
(List of Marks)**

<b>MARK</b>	<b>SERIAL NO.</b>	<b>REGISTRATION NO.</b>
	78654624	3098153
SOUTH COAST INSURANCE	75317328	2175005
PERSONAL SERVICE INSURANCE	75307255	2375639
	75481131	2257086 (CANCELED)

**ACKNOWLEDGEMENT**

State of California  
County of Orange } ss.

On January 11, 2008, before me, Hong T. Ta, a Notary Public, personally appeared John Klack, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Handwritten Signature]



NOTARY SEAL