

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
David E. Ray		08/01/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Performance Driving Programs, Inc.		
Street Address:	2347 Saddleback Drive		
City:	Danville		
State/Country:	CALIFORNIA		
Postal Code:	94506		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78340620	HOOKED ON DRIVING	
CORRESPONDENCE DATA			
Fax Number:	(415)339-8555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-339-8550		
Email:	thomascoklaw@pacbell.net		
Correspondent Name:	Thomas W. Cook		
Address Line 1:	3030 Bridgeway		
Address Line 2:	Suite 425		
Address Line 4:	Sausalito, CALIFORNIA 94965		
ATTORNEY DOCKET NUMBER:	PERF-1/HOOKED ON		
NAME OF SUBMITTER:	Thomas W. Cook		
Signature:	/Thomas W. Cook/		
Date:	01/28/2008		

OP \$40.00 78340620

Total Attachments: 1
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U.S. TRADEMARK ASSIGNMENT

WHEREAS David E. Ray ("Ray"), an individual and citizen of the United States of America, whose address is 2347 Saddleback Drive, Danville, California 94506, has, in connection with his business, applied to register his trademark:

HOOKED ON DRIVING

Serial No. 78/340,620

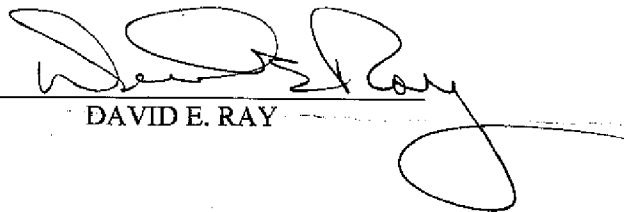
(the "Mark") with the United States Patent and Trademark Office under the name David E. Ray, and has continuously used and intended to use the Mark in commerce on or in connection with goods identified in application number **78/340,620**;

WHEREAS Performance Driving Programs, Inc. ("Performance"), organized in the State of California, whose registered address is 2347 Saddleback Drive, Danville, California 94506, is desirous of acquiring all of the business of Ray symbolized by the Mark as his assigned successor in such business, and is desirous of acquiring the Mark and the federal application and registration thereof in conjunction with the acquisition of such business, and use the Mark in commerce on or in connection with the goods identified in application number **78/340,620**;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Ray does, in connection with the transfer of his entire ongoing and existing business to which the Mark pertains, consistent with the intent of these parties, hereby assign unto said Performance all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the above-identified application therefor.

I, David E. Ray, do hereby execute this assignment document on the date set forth below.

Date: August 1, 2007



DAVID E. RAY