

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Palisades Property and Casualty Insurance Company	FORMERLY Proformance Insurance Company	10/14/2008	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Palisades Safety & Insurance Management Corporation		
Street Address:	200 Connell Drive		
City:	Berkley Heights		
State/Country:	NEW JERSEY		
Postal Code:	07922		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3419440	BLUESTAR CAR INSURANCE	
Serial Number:	77189188	BLUESTAR	
CORRESPONDENCE DATA			
Fax Number:	(732)549-1881		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	732-549-5600		
Email:	emelzer@greenbaumlaw.com		
Correspondent Name:	Eric H. Melzer, Esq.		
Address Line 1:	99 Wood Avenue South		
Address Line 2:	4th Floor		
Address Line 4:	Iselin, NEW JERSEY 08830		
NAME OF SUBMITTER:	Eric H. Melzer		
Signature:	/Eric H. Melzer/		
Date:	10/16/2008		

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Total Attachments: 1
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ASSIGNMENT AND ASSUMPTION OF TRADEMARKS AGREEMENT

WHEREAS, PALISADES PROPERTY AND CASUALTY INSURANCE COMPANY formerly known as PROFORMANCE INSURANCE COMPANY, a New Jersey corporation having a principal place of business at 200 Connell Drive, Berkeley Heights, County of Union, State of New Jersey 07922 (the "Assignor"), has used and is the owner of: (i) the registered trademark BLUESTAR CAR INSURANCE®, United States Registration Number 3,419,440, Registration Date: April 29, 2008, and (ii) the pending trademark application for BLUESTAR and LOGO(sm), United States Serial Number 77/189,188, Filing Date: May 24, 2007 (collectively, the "Trademarks"); and

WHEREAS, PALISADES SAFETY & INSURANCE MANAGEMENT CORPORATION, a New Jersey corporation having a principal place of business at 200 Connell Drive, Berkeley Heights, New Jersey 07922 (the "Assignee"), is desirous of acquiring any and all rights that the Assignor may have in and to the Trademarks and the applications and registrations therefor, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with the right to recover for damages and profits for past, present, and future infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to the Trademarks, and the registrations therefor for the United States and throughout the world, together with the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, along with all rights of action, powers and benefits accruing to the Trademarks, including without limitation, the right to recover for damages and profits for past, present and future infringements thereof.

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all the Assignor's rights, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, this Assignment is executed, delivered and made effective this 14th day of October 2008

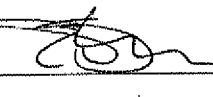
ASSIGNOR:

PALISADES PROPERTY AND CASUALTY INSURANCE COMPANY
formerly known as PROFORMANCE INSURANCE COMPANY

By:  _____

ASSIGNEE:

PALISADES SAFETY & INSURANCE MANAGEMENT
CORPORATION

By:  _____