

**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>
Royal Purple, Inc.		01/01/2009	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Longrider Lubricants, L.L.C.		
<b>Street Address:</b>	5401 South Harvard		
<b>Internal Address:</b>	Suite 201		
<b>City:</b>	Tulsa		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	74135		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1925019	LONG RIDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(918)584-1718		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	918-587-2000		
<b>Email:</b>	mkachigian@hjkllaw.com		
<b>Correspondent Name:</b>	Mark G. Kachigian		
<b>Address Line 1:</b>	228 West 17th Place		
<b>Address Line 4:</b>	Tulsa, OKLAHOMA 74119		
<b>ATTORNEY DOCKET NUMBER:</b>	ROY500-20/08016 MGK		
<b>NAME OF SUBMITTER:</b>	Mark G. Kachigian		
<b>Signature:</b>	/markgkachigian/		
<b>Date:</b>	04/01/2009		

CH \$40.00 1925019

Total Attachments: 3

source=Assignment#page1.tif

source=Assignment#page2.tif

source=Assignment#page3.tif

ASSIGNMENT

WHEREAS, **ROYAL PURPLE, INC.**, a Texas corporation, with principal offices at 1 Royal Purple Lane, Porter, TX 77365 ("**Assignor**"), is the owner of the registered trade mark **Long Rider®**, as set forth in the United States Patent and Trademark Office, Reg. No. 1,925,019 dated October 10, 1995, Int. Class 4, Prior U.S. Cls. 1, 6 and 15 (the "**Mark**");

WHEREAS, Assignor desires to assign to **LONGRIDER LUBRICANTS, L.L.C.**, an Oklahoma limited liability company formerly known as Royal Purple Transportation Marketing, L.L.C. ("**Assignee**"), and Assignee desires to acquire from Assignor, all of Assignor's right, title and interest in and to the Mark, whether arising at common law or by virtue of any registration with the United States of American or any foreign jurisdictions;

WHEREAS, Assignee was formerly composed of Assignor and Windsor Marketing Group, Inc. ("**Windsor**") as its sole Members, and Assignor has contemporaneously herewith assigned to Windsor all of Assignor's rights, title and interest in and to Assignee;

**NOW, THEREFORE**, for and in consideration of the foregoing premises and of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred and set over and Assignor does hereby sell, assign, transfer and set over to the said Assignee, all of Assignor's right, title and interest in and to the Mark, any and all registrations thereof, and any and all divisions and continuations thereof, whether in the United States of America, its territorial possessions, or any and all foreign jurisdictions, and any and all reissues thereof, including the subject matter of any and all claims which may be obtained in such Mark, the same to be held and enjoyed by the said Assignee for its own use and benefit, and for the use and benefit of its successors, assigns, or other legal representatives, to the end of the term or terms for which said trade mark registrations of the

United States, its territories and any foreign jurisdictions are or may be granted or reissued, as fully and entirely as the same would have been held and enjoyed by Assignor, if this assignment and sale had not been made.

AND, Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all registrations on said Mark, or resulting from any and all divisions and continuations thereof to the said Assignee, of the entire interest, and hereby covenants that Assignor has full right to convey the entire interest therein assigned, and that Assignor has not executed and will not execute any agreement in conflict therewith.

AND, Assignor further hereby covenant and agree that it will, at any time, upon request, at the expense of said Assignee, execute and deliver any and all papers that may be necessary or desirable to perfect the title to said Mark and all related registration in Assignee, its successors, assigns, or other legal representatives, and that if Assignee, its successors, assigns, or other legal representatives shall desire to file any divisional or continuation applications, or to secure a reissue of such Mark, or to file a disclaimer relating thereto, Assignor will, upon request, sign all papers, make all rightful oaths, and do all acts requisite for the filing of such divisional or continuing applications, or such applications for reissue and procuring thereof, and for the filing of such disclaimers, without further compensation, but at the expense of Assignee, its successors or other legal representatives.

AND, Assignor does further covenant and agree, that it will, at any time, upon request, communicate to Assignee, its successors, assigns, or other legal representatives, at Assignee's expense, such facts relating to the Mark or the history thereof, as may be known to Assignor, and testify as to the same in any interference or other litigation, when requested to do so.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and delivered by its duly authorized representative as of this 1st day of January, 2009.

ROYAL PURPLE, INC.,  
a Texas corporation

By Lee Culbertson  
Lee Culbertson, President

STATE OF TEXAS                    )  
  ) SS.  
COUNTY OF MONTGOMERY        )

On this 1<sup>st</sup> day of January, 2009, before me personally appeared Lee Culbertson, President of Royal Purple, Inc., a Texas corporation, to known to be the person described hereinabove who executed the foregoing Assignment on behalf of said Assignor, and who acknowledged to me that he executed the same as his free and voluntary act and deed, under authorization from said Assignor, and for the reasons and purpose therein set forth.

Kim A. Bueckow  
Signature of Notary Public

Kim A. Bueckow  
Printed name of Notary Public

My Commission Number:



Expiration date of commission:

June 29 2012