

4/13/09

04-14-2009



U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings

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To the Honorable Commissioner

Recorded original documents or copy thereof.

1. Name of conveying party(ies):

DIRECT MAIL EXPRESS, INC.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State Florida
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: March 30, 2009

2. Name and address of receiving party(ies)

Name: DMEAUTOMOTIVE, LLC

Internal Address: _____
Address: _____

Street Address: 2441 Bellevue Avenue

City: Daytona Beach State: FL Zip: 32114

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____

Other Limited Liability Company - Florida

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,812,709

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: William M. Hobby, III

Internal Address: _____

Street Address: 157 E. New England Avenue
Suite 375

City: Winter Park State: FL Zip: 32789

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

04/13/2009 MJAMA1 00000077 2812709

01 FC:8521

40.00 OP

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

William M. Hobby, III
Name of Person Signing

Signature

4/7/2009

Date

2

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK


REEL: 003969 FRAME: 0771

ASSIGNMENT OF TRADEMARK

WHEREAS, DIRECT MAIL EXPRESS, INC., (ASSIGNOR), a corporation of the State of Florida, located and doing business at 2441 Bellevue Avenue, Daytona Beach, Florida 32114, has adopted and is using the mark for DEALER POWER, for direct mail advertising throughout the United States, and is the owner of U.S. Trademark Registration No. 2,812,709 dated February 10, 2004.

WHEREAS, DMEAUTOMOTIVE LLC, (ASSIGNEE), of the State of Florida, located and doing business at 2441 Bellevue Avenue, Daytona Beach, Florida 32114, is desirous of acquiring said mark;

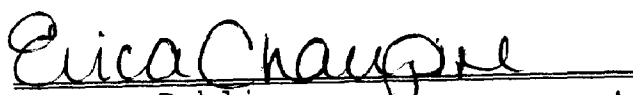
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right title and interest in and to said mark, together with the good will of the business symbolized by the mark, and any applications or registrations of said marks.



Michael J. Walther
President
Direct Mail Express, Inc.

STATE OF FLORIDA) ss
COUNTY OF Volusia)

The foregoing instrument was acknowledged before me this 30th day of March, 2009 by Michael J. Walther, who X is personally known to me or _____ who has produced _____ as identification and who did did not take an oath.



Notary Public
My Commission Expires: 9/28/12

