

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| M&I Marshall & Ilsley Bank | | 11/23/2009 | banking corporation: WISCONSIN |
| RECEIVING PARTY DATA | | | |
| Name: | Innovative Aftermarket Systems, Inc. | | |
| Street Address: | 12800 Angel Side Drive | | |
| City: | Leander | | |
| State/Country: | TEXAS | | |
| Postal Code: | 78641 | | |
| Entity Type: | CORPORATION: TEXAS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2788867 | R.E.D. - ALERT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (414)978-8675 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 414.277.5675 | | |
| Email: | marta.levine@quarles.com | | |
| Correspondent Name: | Marta S. Levine | | |
| Address Line 1: | Quarles & Brady LLP | | |
| Address Line 2: | 411 East Wisconsin Avenue | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202 | | |
| ATTORNEY DOCKET NUMBER: | 630027.00158 | | |
| NAME OF SUBMITTER: | Marta S. Levine | | |
| Signature: | /MartaLevine/ | | |

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**TRADEMARK
 REEL: 004101 FRAME: 0660**

Date:

11/24/2009

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Innovative Aftermarket Systems, Inc.
Secured Party: M&I Marshall & Ilsley Bank
Reel/Frame No.: 3692/0449
Date of Recordation of Security Interest: January 9, 2008

Notice of Release of Security Interest in Trademark

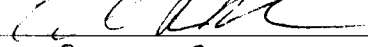
Commissioner for Trademarks
P.O. Box 1451
Alexandria VA 22313-1451

Dear Sir:

Notice is hereby given that the security interest in the trademark and trademark registration shown in the attached Schedule (and in the goodwill of the business symbolized by said trademark) is hereby released, without representation or warranty of any kind, express or implied, as of the date indicated below.

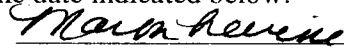
Respectfully submitted

M&I Marshall & Ilsley Bank

By: 
Name: CARL R. BARKOW
Title: Vice President
Date: Nov 23, 2009

Certificate of Transmittal:

I hereby certify that this correspondence is being electronically transmitted in PDF image format to the U.S. Patent and Trademark Office through the Electronic Trademark Assignment System (ETAS) on the date indicated below:

Date: November 24, 2009 
Marta S. Levine

Registrant:
Secured Party:
Reel/Frame No.:
Date of Recordation of Security Interest

Innovative Aftermarket Systems, Inc.
M&I Marshall & Ilsley Bank
3692/0449
January 9, 2008

**Schedule
Notice of Release of Security Interest in Trademark**

| Trademark | Registration No. | Issue Date | International Class Goods/Services |
|------------------|-------------------------|-------------------|---|
| R.E.D. - ALERT | 2788867 | 2003-12-02 | International Class: 009 Brake light system modification kits for motor vehicles comprised of flash actuation circuitry and actuators for flashing top center brake lights upon application of a vehicle's brake pedal |

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