

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Carroll Hall Shelby Trust		12/18/2009	TRUST: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Denice Shakarian Halicki		
<b>Street Address:</b>	16830 Ventura Blvd., Suite 300		
<b>City:</b>	Encino		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91436		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2837333	ELEANOR	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)388-5645		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-859-0100		
Email:	paul@supnik.com		
Correspondent Name:	Paul D. Supnik		
Address Line 1:	9401 Wilshire Boulevard, Suite 1012		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
ATTORNEY DOCKET NUMBER:	1873-27		
NAME OF SUBMITTER:	PAUL D. SUPNIK		
Signature:	/paul d. supnik/		
Date:	12/18/2009		

OP \$40.00 2837333

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**TRADEMARK  
 REEL: 004117 FRAME: 0355**

Total Attachments: 1

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**TRADEMARK**  
**REEL: 004117 FRAME: 0356**

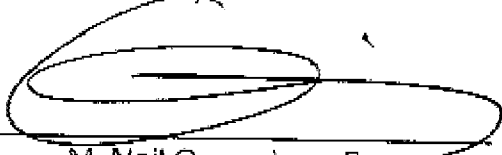
Assignment

Carroll Hall Shelby Trust, a Texas Trust comprising Carroll Hall Shelby, a U.S. Citizen hereby assigns U.S. Trademark Registration No. 2,837,333, registered April 27, 2004 for the mark ELEANOR for vehicles, namely, automobiles, engines for automobiles, and structural parts for automobiles, in Class 12, along with any associated goodwill to Denice Shakarian Halicki, having an address of 16830 Ventura Blvd., Suite 300, Encino, CA 91436.

Dated: 12/18/2009

Carroll Hall Shelby Trust

By:

  
M. Neil Cummings, Esq.

Attorney for the Carroll Hall Shelby Trust