

**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>
MIDWEST AGENCY SERVICES, INC.		05/12/2010	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PREMIER DEALER SERVICES, INC.		
<b>Street Address:</b>	9449 Balboa Avenue		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92123		
<b>Entity Type:</b>	CORPORATION: ILLINOIS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3695397	ID ACTIVATE	
Registration Number:	3695396	ID ACTIVATE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(859)578-3869		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	859-578-3851		
<b>Email:</b>	jratliff@hemmerlaw.com		
<b>Correspondent Name:</b>	JANIE RATLIFF SWEENEY		
<b>Address Line 1:</b>	250 GRANDVIEW DRIVE		
<b>Address Line 4:</b>	FT MITCHELL, KENTUCKY 41017		
<b>NAME OF SUBMITTER:</b>	Janie Ratliff Sweeney		
<b>Signature:</b>	/Janie Ratliff Sweeney/		
<b>Date:</b>	07/12/2010		

OP \$65.00 3695397

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, MIDWEST AGENCY SERVICES, INC., an Ohio corporation (the "ASSIGNOR") has adopted and is using the marks listed on Appendix A attached hereto and made a part hereof; and

WHEREAS, ASSIGNOR represents and warrants that it is the exclusive owner of the marks listed on Appendix A attached hereto (hereinafter collectively referred to as the "Marks"); and

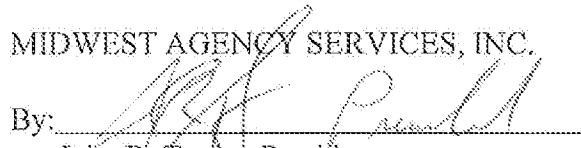
WHEREAS, PREMIER DEALER SERVICES, INC., an Illinois corporation (hereinafter "ASSIGNEE"), is desirous of acquiring said Marks as of May 12, 2010 (the "Effective Date"), together with the goodwill of the business with which said Marks are used and which is connected with the use of or symbolized by said Marks, and any and all registrations and applications for registration of said Marks; and

WHEREAS, ASSIGNOR represents and warrants that ASSIGNOR shall indemnify and hold harmless ASSIGNEE against any and all claims that may arise related to the Marks for any use and/or infringement that may currently exist or may occur or arise in the future upon any existing trademark or copyright.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that as of the Effective Date, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR, upon the terms and conditions hereinabove provided, by these presents sell, transfer, convey and assign unto said ASSIGNEE the entire rights, title and interest in and to said Marks, all registrations and applications for registration of said Marks, including those specifically identified on Appendix A attached hereto, the right to recover for past infringement of said Marks and the goodwill of the business in connection with which said Marks are used and which is symbolized by said Marks.

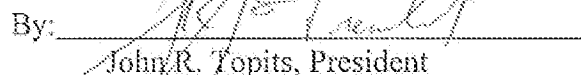
ASSIGNOR:

MIDWEST AGENCY SERVICES, INC.

By:   
John R. Topits, President

ASSIGNEE:

PREMIER DEALER SERVICES, INC.

By:   
John R. Topits, President

Appendix A

1. The stylized design mark “id activate”, represented by United States Patent and Trademark registration number 3695396.
2. The word mark “id activate”, represented by United States Patent and Trademark registration number 3695397.