

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Progressive Casualty Insurance Company | | 01/24/2006 | CORPORATION: OHIO |
| RECEIVING PARTY DATA | | | |
| Name: | Drive Trademark Holdings LP | | |
| Composed Of: | COMPOSED OF Drive Financial Services, LP (a Delaware LP) and Progressive DLP Corp. (an Ohio corporation). | | |
| Street Address: | 8585 N. Stemmons Freeway | | |
| Internal Address: | Suite 1100-N | | |
| City: | Dallas | | |
| State/Country: | TEXAS | | |
| Postal Code: | 75247 | | |
| Entity Type: | LIMITED PARTNERSHIP: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3040828 | LET'S GO. LET'S DRIVE. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (214)749-6100 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 214.749.6000 | | |
| Email: | trademark@hsblaw.com | | |
| Correspondent Name: | Pamela S. Ratliff | | |
| Address Line 1: | Hermes Sargent Bates, LLP | | |
| Address Line 2: | 901 Main Street, Suite 5200 | | |
| Address Line 4: | Dallas, TEXAS 75202 | | |
| ATTORNEY DOCKET NUMBER: | 0811.00035 | | |
| NAME OF SUBMITTER: | Pamela S. Ratliff | | |

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REEL: 004438 FRAME: 0362

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| Signature: | /Pamela S. Ratliff/ |
| Date: | 12/21/2010 |
| Total Attachments: 1 source=DALLAS-#1190551-v1-LET_S_GO_LET_S_DRIVE#page1.tif | |

ASSIGNMENT

WHEREAS, Progressive Casualty Insurance Company, an Ohio corporation having a principal place of business at 6300 Wilson Mills Road, Mayfield Village, Ohio, 44143 ("Assignor") has adopted and is using the mark LET'S GO. LET'S DRIVE. (the "Mark") in connection with various property and casualty insurance products and services, including those described in Assignor's trademark registration for the Mark, enumerated below; and

WHEREAS, Assignor has registered the Mark on the Principal Register of the United States Patent and Trademark Office in connection with "Private passenger and commercial automobile, motorcycle, personal mobility devices, all terrain vehicle, snowmobile, recreation vehicle, and watercraft property and casualty insurance underwriting and administration services, namely, insurance premium quoting, taking and processing insurance applications, and policy issuance and servicing; providing consumer information via a global computer information network regarding insurance underwriting and servicing in the fields of private passenger and commercial automobile, motorcycle, personal mobility devices, all terrain vehicle, snowmobile, recreation vehicle, and watercraft property and casualty insurance," Registration No. 3,040,828, registered January 10, 2006 (the "Registration"); and

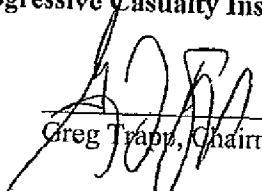
WHEREAS, Drive Trademark Holdings LP, a Delaware limited partnership having a principal place of business at 8585 N. Stemmons Freeway, Suite 1100-N, Dallas, Texas, 75247 ("Assignee"), desires to acquire the Mark and the Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the Registration thereof.

Dated and effective as of: January 24, 2006.

Progressive Casualty Insurance Company

By:



Greg Trapp, Chairman