

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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		06/13/2005	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:	2974452	DRIVE	
CORRESPONDENCE DATA			
Fax Number:	(214)749-6100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2147496000		
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		

CH \$40.00 2974452

900179384

TRADEMARK
REEL: 004438 FRAME: 0372

Signature:	/Pamela S. Ratliff/
Date:	12/21/2010
Total Attachments: 1 source=DRIVETMASS#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 DRIVE (the "Mark") in connection with various property and casualty insurance products and services, including those described in Assignor's trademark application for the Mark, enumerated below; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office in connection with "property and casualty insurance underwriting and administration services, namely, insurance premium quoting, taking and processing insurance applications, policy issuance and servicing; providing consumer information via a global computer information network regarding insurance underwriting and servicing in the fields of property and casualty insurance," Application Serial No. 78/358,559, filed on January 28, 2004 (the "Application"); 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 Application;

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 Application for registration thereof.

Dated and effective as of: June 13, 2005.

Progressive Casualty Insurance Company

By: _____

Greg Trapp, Chairman

