

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
Rotary Lift Company, a Division of Dover Industrial Products, Inc.		12/17/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Vehicle Service Group, LLC
Street Address:	2700 Lanier Drive
City:	Madison
State/Country:	INDIANA
Postal Code:	47250
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	2059870	SMARTGUARD
Registration Number:	1664727	ADVANTAGE
Registration Number:	2570302	ROTARY
Registration Number:	2663972	GHS
Registration Number:	2629760	THE LIFT BUYER'S BIBLE
Registration Number:	2563436	ROTARY INBAY TECHNOLOGY
Registration Number:	2572078	GLOBAL HYDRAULIC SYSTEMS
Registration Number:	2477679	
Registration Number:	2704640	ROTARY ADVANTAGE LIFT SYSTEMS
Registration Number:	2639717	ROTARY LIFT
Registration Number:	2645850	ROTARY
Registration Number:	2631617	INBAY
Serial Number:	75028043	SMARTLIFT
Registration Number:	1489892	TRANSPO-LIFT SYSTEM

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Registration Number:	0540645	ROTARY LIFT
Registration Number:	0556864	ROTARY
Registration Number:	3233413	FORWARD
Registration Number:	3178754	EROTARY
Registration Number:	3003875	ENVIROGUARD
Registration Number:	2979800	SERVALL
Registration Number:	2932999	REVOLUTION
Registration Number:	2987334	REVOLUTION
Registration Number:	2989117	VEC VARIABLE EQUALIZED CONTROL

CORRESPONDENCE DATA

Fax Number: (502)581-1087
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (502)568-0225
Email: cstewart@fbtlaw.com
Correspondent Name: Cynthia L. Stewart
Address Line 1: 400 West Market Street
Address Line 2: 32nd Floor
Address Line 4: Louisville, KENTUCKY 40202

ATTORNEY DOCKET NUMBER:	ROTARY TO VSG ASSIGNMENTS
NAME OF SUBMITTER:	Cynthia L. Stewart
Signature:	/Cynthia L. Stewart/
Date:	12/28/2010

Total Attachments: 6
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ASSIGNMENT OF TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, ROTARY LIFT COMPANY, A DIVISION OF DOVER INDUSTRIAL PRODUCTS, INC., a Delaware corporation, with offices at 675 Tollgate Road, Suite N, Elgin IL 60123 ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from VEHICLE SERVICE GROUP, LLC, a Delaware limited liability company, with offices at 2700 Lanier Drive, Madison, IN 47250 ("Assignee"), does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

the trademarks, service marks, trade names, logos, insignias, designs and other proprietary interests therein throughout the world set forth on Schedule A attached hereto, together with the goodwill associated therewith, (the "Trademarks").

To be held and enjoyed by Assignee, along with the portion of the business of Assignor to which the Trademarks pertain, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of said Trademarks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement of the Trademarks, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors or assigns.

The effective date of this Assignment is August 1, 2009. From and after said date, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trademarks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

IN TESTIMONY WHEREOF, Assignor and Assignee have caused these presents to be executed.

[Signature page follows]

ASSIGNOR

ROTARY LIFT COMPANY, A DIVISION
OF DOVER INDUSTRIAL PRODUCTS,
INC.

By: S. Gary Kennon
Name: S. Gary Kennon
Title: President & CEO
Date: 12/17/09

ASSIGNEE

VEHICLE SERVICE GROUP, LLC

By: J. L. Wysinski
Name: JAMES L. WYSINSKI
Title: VP & CFO
Date: 12/17/09

SCHEDULE A

TRADEMARKS

(Rotary Lift Company)

COUNTRY	REGISTRATION	REGISTERED DATE	SERIAL #	FILED DATE	MARK
United States	unregistered				FAST SERVICE
United States	unregistered				LIFT YOUR PROFITS
United States	unregistered				INSIST ON USING ONLY RAIs and design
United States	unregistered				RIA
United States	unregistered				EASY ACCESS
United States	unregistered				LIQUID DETECTION SYSTEM
United States	unregistered				VERSALIFT
United States	unregistered				FUTURE KIT
United States	2059870	05-06-97	74-687515	06-12-95	SMARTGUARD
United States	unregistered				COMPLETION KIT
United States	unregistered				RELOCATION KIT
United States	unregistered				VL SERIES
United States	unregistered				HP SERIES
United States	unregistered				I SERIES
United States	unregistered				WE'LL LIFT YOUR BABY
United States	unregistered				LIQUID DETECTION SYSTEM and design
2 United States	1664727	11-19-91	74-142777	02-27-91	ADVANTAGE in Block Letters
3 United States	2570302	05-14-02	78-078597	08-10-01	ROTARY & design
4 United States	2663972	12-17-02	76-051264	05-18-00	GHS and Design
5 United States	2629760	10-08-02	75-851750	11-17-99	THE LIFT BUYER'S BIBLE and Design
6 United States	2563436	04-23-02	76-184798	12-21-00	ROTARY INBAY TECHNOLOGY AND DESIGN
7 United States	2572078	05-21-02	76-051263	05-18-00	GLOBAL HYDRAULIC SYSTEMS
8 United States	2477679	08-14-01	76-013347	03-30-00	Miscellaneous Design of BONNET
United States	unregistered				1-800-LIFT
9 United States	2704640	04-08-03	78-076395	07-30-01	Rotary Advantage Lift Systems and design
United States	unregistered				WORLD LEADER IN LIFT PRODUCTIVITY
10 United States	2639717	10-22-02	78-078636	08-10-01	ROTARY LIFT
11 United States	2645850	11-05-02	78-078594	08-10-01	ROTARY in typed form
12 United States	2631617	10-08-02	76-361483	01-22-02	INBAY
United States	unregistered				VLX SERIES
13 United States	209657	09-16-97	75-028043	12-01-95	SMARTLIFT
United States	unregistered				VEC
14 United States	1489892	05-31-88	73/666433	06-15-87	TRANSP0-LIFT SYSTEM
15 United States	540645	04-10-51	71-539904	11-01-47	ROTARY LIFT (stylized)
United States	unregistered				VM SERIES
16 United States	556864	04-01-52	71-583619	08-17-49	ROTARY Stylized Letters
17 United States	3233413	04-24-07	78-918065	06-27-06	FORWARD Block Letters
18 United States	3178754	11-28-06	78-693911	08-16-05	EROTARY Block Letters
19 United States	3003875	10-04-05	78-383526	03-12-04	ENVIROGUARD Block Letters
20 United States	2979800	07-26-05	78-380884	02-02-04	SERVALL Block Letters
United States			78-351694	01-14-04	RAI Block Letters (Abandoned)
21 United States	2932999	03-15-05	78-352804	01-16-04	REVOLUTION Block Letters
22 United States	2987334	08-23-05	78-353557	01-19-04	REVOLUTION and Design

COUNTRY	REGISTRATION #	REGISTERED DATE	SERIAL #	FILED DATE	MARK
United States	unregistered				FORKLIFTER
United States	unregistered				Turflift
United States	unregistered				Universal Saddle Adapters
United States	unregistered				ROTARY GENUINE PARTS (logo and design)
United States	unregistered				LIMO LIFT
United States	unregistered				ROTARY UNIVERSITY
23 United States	2989117	08-30-05	78-351854	01-14-04	VEC Variable Equalized Control & Design
Australia	1193670	06-20-07	930072	06-20-07	Rotary Lift
Australia	1190856	06-20-07	928521	06-20-07	Rotary and oval design
Brazil	Pending		829396900	10-04-07	Rotary Lift
Brazil	Pending		829396870	10-04-07	Rotary and oval design
Canada	TMA100970	07-08-55	0226937	10-06-54	ROTARY and Design rocking y
Canada	TMA732481	01-16-09	1185040	07-21-03	ROTARY LIFT
China	4808218	06-07-08	2000006146	01-14-00	ROTARY (Stylized) rocking y
China					ROTARY in Chinese characters
Chile	668.666	04-15-93	602.796		ROTARY and design rocking y
Chile	659.200	03-03-03	588.869	11-15-02	ROTARY
Costa Rica	193579	08-14-09			Rotary Lift
Costa Rica	193580	08-14-09			Rotary oval design
Dominican Republic	174574	06-16-09			Rotary and oval design
Dominican Republic	173178	04-02-09			Rotary Lift
European	930072	06-20-07	930072	06-20-07	Rotary Lift
European	1476761	02-28-01	1476761	01-26-00	Rotary and Design rocking y (not renewed)
European	928521	06-20-07			Rotary and oval design
Germany	39528099	04-23-96	39528099 0	07-08-95	ROTARY und Bild (and design) rocking y
India	Pending		1729780	09-09-08	Rotary and oval design
India	Pending		1729781	9-09-08	Rotary Lift
Indonesia	488755			8-29-01	ROTARY
Indonesia	000128930	07-18-07		08-29-01	ROTARY typed form
Indonesia	00128931	07-18-07			ROTARY and oval design
Italy	747493001898	05-14-98	MILANO	02-23-96	ROTARY e elemento figurative (and design) rocking y
Italy			8412006RM	02-14-06	ROTARY e elemento figurative (and design)
Japan	2708739	07-31-95	HO3-049731	05-16-91	ROTARY rocking y
Malaysia	2001/08911	09-24-03	2001/08911	08-08-01	ROTARY rocking y
Mexico	68382	03-07-51		03-07-51	ROTARY (stylized) rocking y
Mexico	784620	03-24-03	588596	02-17-03	Rotary Lift (typed format)
Peru	00064512	28-Jun-00			ROTARY
Puerto Rico	8,061	07-16-51			Rotary rocking y
Russian Federation	Pending		928521	06-20-07	Rotary and oval design
Russian Federation	Pending		930072	06-20-07	Rotary Lift
Singapore	T07/17254E	06-20-07	930072	06-20-07	Rotary Lift

COUNTRY	REGISTRATION #	REGISTERED DATE	SERIAL #	FILED DATE	MARK
Singapore	T07/16596D	06-20-07	928521	06-20-07	Rotary and oval design
South Korea	40-389641	01-06-98	50-2007-14745		ROTARY rocking y
Switzerland	393147	05-10-51		05-10-91	ROTARY and design rocking y
Taiwan	Pending		097044997	09-25-08	Rotary Lift
Taiwan	01365954	06-16-09			Rotary and oval design
Thailand	TM05635	12-20-95		10-28-99	ROTARY rocking y
United Kingdom	2015978	02-11-00	2015978	03-30-95	ROTARY and design rocking y
Uruguay	316,809	11-30-66			ROTARY rocking "Y"
Uruguay	Pending		403,264	06-30-09	Rotary Lift
Uruguay	Pending		403,265	06-30-09	Rotary and oval design
Vietnam	928521	06-20-07	928521	06-20-07	Rotary and oval design
Vietnam	Pending		930072	06-20-07	Rotary Lift
WIPO	930072	06-20-07	930072	06-20-07	Rotary Lift
WIPO	928521	06-20-07	928521	06-20-08	ROTARY et element figurative (oval design)