

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
FireSocket Holdings, LLC		06/30/2011	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DealerSocket, Inc.		
Street Address:	1000 Calle Amanecer		
Internal Address:	P.O. Box 74866		
City:	San Clemente		
State/Country:	CALIFORNIA		
Postal Code:	92763		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78774132	ATTRACT, ACQUIRE, RETAIN & EXPAND	
Serial Number:	78773671	DEALERSOCKET	
CORRESPONDENCE DATA			
Fax Number:	(435)252-1361		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4352521360		
Email:	docket@mgiiip.com		
Correspondent Name:	Richard C. Gilmore		
Address Line 1:	1441 W. Ute Blvd., Suite 100		
Address Line 4:	Park City, UTAH 84098		
ATTORNEY DOCKET NUMBER:	D1164.0		
NAME OF SUBMITTER:	Richard C. Gilmore		
Signature:	/Richard C. Gilmore, Reg. No. 37,335/		

OP \$65.00 78774132

Date:

07/05/2011

Total Attachments: 3

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When Recorded Return to:
MASCHOFF GILMORE & ISRAELEN
1441 W. Ute Blvd., Suite 100
Park City, Utah 84098
(435) 252-1361

TRADEMARK ASSIGNMENT

This Assignment Agreement is between FireSocket Holdings, LLC ("Assignor"), a limited liability company duly organized and existing under the laws of California, having a principal place of business at P.O. Box 74866, San Clemente, California 92673, and DealerSocket, Inc., a corporation duly organized and existing under the laws of Delaware, having a principal place of business at 1000 Calle Amanecer, P.O. Box 74866, San Clemente, California 92763 ("Assignee").

WHEREAS, Assignor has adopted, used and is the owner of the Marks listed in Schedule A (the "Marks"), and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, copyrights, and the right to recover for past infringement, in the United States (hereinafter the "Territory");

WHEREAS, Assignor has acquired goodwill associated with and symbolized by the Marks in the Territory, and has not abandoned the same;

WHEREAS, Assignor is the owner of the registrations relating to the Marks listed in Schedule A, now registered in the Territory ("Registrations");

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Marks and Registrations in the Territory;

NOW, THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the above-identified Marks and

Registrations in the Territory, together with the goodwill symbolized by said Marks and Registrations, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

THE ASSIGNOR agrees to execute any documents which are necessary to effect a transfer of title to the Assignee in the Marks and Registrations.

ASSIGNOR
FireSocket Holdings, LLC

By:  _____

Printed Name: BRAD PEERY

Title: PRESIDENT

Date: 6/30/11

ASSIGNEE
DealerSocket, Inc.

By:  _____

Printed Name: R LAMBERT DANCY

Title: COO

Date: 6/28/11

SCHEDULE A

Application No.	Registration No.	Mark
78/774132	3317381	ATTRACT, ACQUIRE, RETAIN & EXPAND
78/773671	3317379	DEALERSOCKET