

**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
Car Wash Services, Inc.		10/13/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Simoniz USA, Inc.		
Street Address:	201 Boston Turnpike		
City:	Bolton		
State/Country:	CONNECTICUT		
Postal Code:	06043		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3000373	STEEL IMAGE	
CORRESPONDENCE DATA			
Fax Number:	(860)527-0464		
Phone:	8605495290		
Email:	soucy@ip-lawyers.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	J.Linderman McCormick Paulding & Huber		
Address Line 1:	185 Asylum Street, CityPlace II		
Address Line 4:	Hartford, CONNECTICUT 06103-3410		
ATTORNEY DOCKET NUMBER:	2255-0243		
NAME OF SUBMITTER:	John C. Linderman		
Signature:	/John C. Linderman/		
Date:	10/26/2011		
Total Attachments: 2 source=2255-0243assignment#page1.tif source=2255-0243assignment#page2.tif			

**CH \$40.00 3000373**

ASSIGNMENT

WHEREAS, Car Wash Services, Inc. (the "Assignor"), an Illinois corporation, having a place of business at 1338 Enterprise Drive, Romeoville, Illinois 60446, is the owner of the following Trademark Registration thereof:

Trademark: STEEL IMAGE

Registration: United States Trademark Registration No. 3,000,373


registered on September 27, 2005 for cleaning, polishing, waxing, pre-soaks, tire-cleaners and other chemicals and solutions used in the vehicle washing industry; and

WHEREAS, Simoniz USA, Inc. (the "Assignee"), a Connecticut corporation, having its principal offices at 201 Boston Turnpike, Bolton, Connecticut 06043, is desirous of acquiring said Trademark Registration thereof;

NOW, THEREFORE, to all whom it may concern, be it known that for and in consideration of the sum of ONE DOLLAR and other good and valuable consideration to it in hand paid, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto the Assignee, its legal representatives, successors and assigns, the entire right, title and interest to and the aforesaid Trademark and Application for registration thereof, together with the goodwill of the business in connection with which the mark is used and the right to sue and collect damages for infringements of the Trademark past and present.

IN TESTIMONY WHEREOF, Car Wash Services, Inc. has caused its duly authorized officer to execute this Assignment in its name as of the 12 day of Oct, 2011.

Car Wash Services, Inc.

By:   
Name: Dave Delesardie  
Position: president

ACKNOWLEDGEMENT

STATE OF ILLINOIS )  
 ) ss:  
COUNTY OF )

On this 13 day of October, 2011, before me, the subscriber, personally came, Dave Dale<sup>son</sup> to me known and known to be the President of the Assignor above named and acknowledged that he/she executed the foregoing instrument on behalf of said assignor and pursuant to authority duly received.

Cynthia Bailey  
Notary Public

[SEAL]

