

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
George Peterson		03/09/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Auto Pacific, Inc.		
Street Address:	2991 Dow Avenue		
City:	Tustin		
State/Country:	CALIFORNIA		
Postal Code:	92780		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85371893	MOTORIST CHOICE AWARD	
CORRESPONDENCE DATA			
Fax Number:	(310)531-9376		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 531-9900		
Email:	trademark@sorc.com		
Correspondent Name:	Scott J. Spooner		
Address Line 1:	831 South Douglas Street		
Address Line 4:	El Segundo, CALIFORNIA 90245		
NAME OF SUBMITTER:	Scott J. Spooner		
Signature:	/Scott J. Spooner/		
Date:	03/29/2012		
Total Attachments: 2 source=MOTORIST CHOICE AWARD-GeorgePeterson TM Transfer#page1.tif source=MOTORIST CHOICE AWARD-GeorgePeterson TM Transfer#page2.tif			

OP \$40.00 85371893

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into as of January 1, 2012 (the "Effective Date") by and between Auto Pacific, Inc. ("Assignee") and George Peterson ("Assignor"). Assignor and Assignee shall be referred to collectively hereinafter as the "Parties."

WHEREAS, Assignor filed the United States service mark application identified as Serial No. 85371893 (the "Application") for the mark MOTORIST CHOICE AWARD in Classes 35 and 41 (the "Mark");

WHEREAS, Assignor is an owner of Auto Pacific, Inc.;

WHEREAS, Assignor mistakenly caused the Application to be filed in his name instead of on behalf of Auto Pacific, Inc.;

WHEREAS, Auto Pacific, Inc. was the true owner of the Application and the Mark at the time the Application was filed with the United States Patent & Trademark Office; and

WHEREAS, the Parties wish to correct the historical record to reflect the fact that Auto Pacific, Inc. should have been the applicant identified in the Application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers and assigns to Assignee: (a) all right, title and interest in and to the Mark and the Application; (b) the goodwill associated with or symbolized by the Mark and the Application; (c) the registration for the Mark and the Application; and (d) all rights of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.
2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Application and the Mark.
3. This Assignment will be binding upon and inure to the benefit of the parties and their respective successors and assigns.
4. Counterparts. This Agreement may be executed in several counterparts, including delivery via facsimile or portable document format attached to an e-mail, but all counterparts shall constitute one and the same instrument.

[SIGNATURES FOLLOW ON THE NEXT PAGE]

IN WITNESS WHEREOF, the Parties have duly executed this Trademark Assignment Agreement as of the dates set forth below to be effective on January 1, 2012.

AUTO PACIFIC, INC.

By: 

Name: GEORGE PETERSON

Title: PRESIDENT

Date: MARCH 9, 2012

GEORGE PETERSON

By: 

Name: GEORGE PETERSON

Title: PRESIDENT

Date: MARCH 9, 2012