

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
SIMPLY WHEELZ, LLC		04/25/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HERTZ SYSTEM, INC.		
Street Address:	225 BRAE BOULEVARD		
City:	PARK RIDGE		
State/Country:	NEW JERSEY		
Postal Code:	07656		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3118006	WE'LL EVEN GIVE YOU A RIDE!	
CORRESPONDENCE DATA			
Fax Number:	2123820888		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 382-0700		
Email:	SMCMAHON@OSTROLENK.COM		
Correspondent Name:	Martin J. Beran		
Address Line 1:	1180 AVENUE OF THE AMERICAS, 7TH FLOOR		
Address Line 2:	OSTROLENK FABER LLP		
Address Line 4:	NEW YORK, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/4045-245 V22950		
NAME OF SUBMITTER:	MARTIN J. BERAN		
Signature:	/MJB/		
Date:	04/25/2012		
Total Attachments: 1 source=4045-245 - Executed Deed of Assignment#page1.tif			

OP \$40.00 3118006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, Simply Wheelz, LLC, a Delaware Limited Liability Company, doing business at: 225 Brae Boulevard, Park Ridge, New Jersey 07656 (hereinafter called the Assignor), has adopted and is the owner of the mark which is the subject of a registration in the U.S. Patent and Trademark Office, as follows:

Reg. No.: 3,118,006
Mark: **WE'LL EVEN GIVE YOU A RIDE!**
Issued: July 18, 2006

AND, WHEREAS, Hertz System, Inc., a Delaware Corporation, doing business at: 225 Brae Boulevard, Park Ridge, New Jersey 07656 (hereinafter called the Assignee), is desirous of acquiring said mark, and the registration thereof;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said mark **WE'LL EVEN GIVE YOU A RIDE!**, together with the goodwill of the business symbolized by the mark, and the registration thereof.

SIMPLY WHEELZ, LLC

April 25, 2012

[Date]

By: John Holt

Name: John Holt

Title: Vice President