

## 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
Warren Distribution, Inc.		04/26/2012	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Bomgaars Supply, Inc.		
Street Address:	1805 Zenith Drive		
City:	Sioux City		
State/Country:	IOWA		
Postal Code:	51103		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85271195	PURE 4 PURE PERFORMANCE. PURE VALUE.	
Serial Number:	85399923	PURE4	
CORRESPONDENCE DATA			
Fax Number:	8164743216		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-863-7733		
Email:	sfbaction@spencerfane.com		
Correspondent Name:	SPENCER FANE BRITT & BROWNE LLP		
Address Line 1:	1 North Brentwood Blvd.		
Address Line 2:	Suite 1000		
Address Line 4:	St. Louis, MISSOURI 63105-3925		
ATTORNEY DOCKET NUMBER:	5010868-92 & 97		
NAME OF SUBMITTER:	Glenn K. Robbins II		
Signature:	/Glenn K. Robbins II/		

TRADEMARK

Date:

04/26/2012

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS

This Assignment is made as of April 27, 2012, between Warren Distribution, Inc., a Nebraska corporation having a principal place of business at 727 South 13<sup>th</sup> Street, Omaha, Nebraska 68102 (herein, "Assignor"), and Bomgaars Supply, Inc., an Iowa corporation having a principal place of business at 1805 Zenith Drive, Sioux City, Iowa 51103 (herein, "Assignee").

Assignor has intended to use the following marks in commerce (collectively, the "PURE4 Marks");

**PURE4. PURE PERFORMANCE. PURE VALUE.** (Stylized)

Serial No. 85/271,195

Filed March 18, 2011

Goods: Transmission fluid (Class 1)

**PURE4** (Stylized)

Serial No. 85/399,923

Filed August 17, 2011

Goods: Automotive greases; lubricating oils for motor vehicle engines; greases for agricultural machines; lubricating oils for agricultural motor vehicle engines (Class 4)

These applications were filed based on an intent to use under §1(b) of the Trademark Act. A statement of use has now been filed under §1(d) of The Trademark Act with respect to Serial No. 85/399,923, but an allegation of use under §§1(c) or 1(d) of the Trademark Act has not yet been filed with respect to Serial No. 85/271,195.

WHEREAS, Assignee, the successor of that portion of the ongoing and existing business of Assignor to which the PURE4 Marks pertains, is desirous of acquiring the PURE4 Marks and the pending intent-to-use applications therefore.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the PURE4 Marks and any and all rights to any registrations thereof or applications for registrations thereof which may now or hereafter exist, and the goodwill of the business symbolized thereby.

Furthermore, Assignor specifically assigns to Assignee all its claims (if any) to recover for any infringement or other violation of the ownership rights of the PURE4 Marks, whether such infringement or violation occurs in the future or has occurred in the past.

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