

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
Ready 2 Ride, Incorporated		08/17/2012	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	ARI Network Services, Inc.		
Street Address:	10850 West Park Place		
Internal Address:	Suite 1200		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53224		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3439071	RR READY2RIDE.COM RIGHT PARTS. RIGHT GEAR. RIGHT NOW.	
Registration Number:	3755229	X-ACTFIT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	docketing@gklaw.com		
Correspondent Name:	Andrew C. Landsman		
Address Line 1:	780 N. Water St.		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	000500-0177		
NAME OF SUBMITTER:	Andrew C. Landsman		

CH \$65.00 3439071

Signature:	/acl/
Date:	08/17/2012
Total Attachments: 3 source=Service Mark Assignment#page1.tif source=Service Mark Assignment#page2.tif source=Service Mark Assignment#page3.tif	

SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT ("Assignment") is made by and between READY 2 RIDE, INCORPORATED, an Indiana corporation (the "Assignor"), and ARI NETWORK SERVICES, INC., a Wisconsin corporation (the "Assignee"), effective as of August 17, 2012.

WITNESSETH:

WHEREAS, Assignor owns all right, title and interest in the service marks listed on Exhibit A attached hereto and the goodwill symbolized by and associated with the service marks (collectively, the "Marks");

WHEREAS, Assignee, having its principal place of business at 10850 West Park Place, Suite 1200, Milwaukee, Wisconsin, is acquiring substantially all of the assets of Assignor, including the Marks, pursuant to that certain Asset Purchase Agreement of even date herewith by and among Assignee, Assignor, Jamie Amy-Longacre and Ronald L. Longacre, Jr. (the "Purchase Agreement"); and

WHEREAS, in connection with the Purchase Agreement, Assignee shall acquire all of Assignor's right, title and interest in and to the Marks worldwide, and the goodwill symbolized by and associated with the Marks, including any extensions thereto, and the right to enforce the Marks, and any extensions thereof, against past as well as current or future infringers to the full extent of applicable law.

NOW THEREFORE, for the good and valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which is hereby acknowledged, the parties do hereby agree as follows:

1. Assignor hereby irrevocably sells, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Marks worldwide, including all common law and statutory rights, and any and all federal, state and/or other registration, in and to the Marks, together with all of the goodwill symbolized by and associated with the Marks, and the right to enforce the Marks against past as well as current or future infringers to the full extent of the law.

2. Assignor agrees that it will execute, without any further consideration, such other documents as may be reasonably requested by Assignee in the future in order to perfect, preserve and protect Assignee's title and ownership of the Marks.

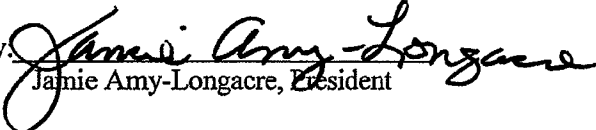
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first above written.

ARI NETWORK SERVICES, INC.

READY 2 RIDE, INCORPORATED

By: _____

Darin R. Janeczek,
Vice President of Finance and
Chief Financial Officer

By: 
Jamie Amy-Longacre, President

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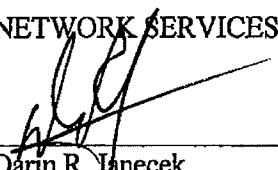
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ARI NETWORK SERVICES, INC.

READY 2 RIDE, INCORPORATED

By: _____



Darin R. Janeczek,
Vice President of Finance and
Chief Financial Officer

By: _____

Jamie Amy-Longacre, President

EXHIBIT A

Service Marks

MARK	REGISTRATION NUMBER
	3439071
X-ACTFIT	3755229