

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
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CORRESPONDENCE DATA																											
Fax Number: 3129021061																											
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>																											
Phone: 312-902-5665																											
Email: becky.williams@kattenlaw.com																											
Correspondent Name: Becky A. Williams																											
Address Line 1: 525 W. Monroe Street, Suite 1900																											
Address Line 4: Chicago, ILLINOIS 60661																											
ATTORNEY DOCKET NUMBER:	345333-00002																										
NAME OF SUBMITTER:	Becky A. Williams																										
Signature:	/baw/																										
Date:	10/09/2012																										
Total Attachments: 1 source=Wheels MSM Assignment#page1.tif																											

CH \$40.00 3956258

**TRADEMARK REGISTRATION ASSIGNMENT**

This Trademark Registration Assignment is made as of this 1<sup>st</sup> day of October, 2012, by MSM Canadian Transport, LLC, a California limited liability company (“Assignor”), to Wheels MSM US, Inc., a Delaware corporation (“Assignee”).

WHEREAS, Assignor desires to transfer and assign to Assignee the following trademark, for which it has obtained a federal registration in the United States Patent and Trademark Office (hereinafter the “Mark”), along with the goodwill of the business developed through the use of and symbolized by the Mark:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
The VALUE Leader in Transportation	3,956,258	03-May-2011

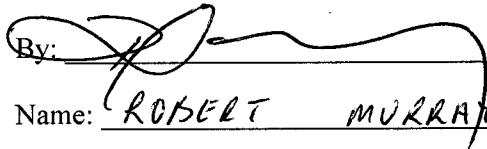
WHEREAS, Assignee desires to acquire the entire rights, title and interest in and to the Mark, the federal registration therefor, and the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee Assignor’s entire rights, title, and interest in, to and under the Mark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Mark. All rights and privileges associated with the Mark, including the right to sue for and receive all damages from any past or future infringements or other violations of the Mark, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor hereby covenants and agrees with Assignee, its successors and assigns, that it will not execute any writing or do any act whatsoever conflicting with the rights granted hereunder, and that Assignor and its successors and assigns shall, at any time upon request, without further or additional consideration, but at the expense of Assignee, its successors and assigns, execute such additional writings and do such additional acts as Assignee, or its successors or assigns, may deem necessary or desirable to perfect Assignee’s enjoyment of this grant.

IN WITNESS WHEREOF, Assignor has executed this Trademark Registration Assignment on the date first written above.

MSM CANADIAN TRANSPORT, LLC

By:   
Name: ROBERT MURRAY  
Title: \_\_\_\_\_