

## 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	Entity Type
	Door Knob Consulting, LLC		LIMITED LIABILITY COMPANY: OREGON
RECEIVING PARTY DATA			
Name:	Jiffy Lube International, Inc.		
Street Address:	700 Milam Street		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77002		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	4180790	VALUE OIL CHANGE PLUS
	Serial Number:	85402128	OIL CHANGE VALUE +
CORRESPONDENCE DATA			
Fax Number:	7132416617		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	713.241.2698		
Email:	trademarks-t@shell.com		
Correspondent Name:	Kimbley L. Muller		
Address Line 1:	910 Louisiana Street		
Address Line 4:	Houston, TEXAS 77002		
ATTORNEY DOCKET NUMBER:	TMK ASSIGNMENT VOCP JLI		
NAME OF SUBMITTER:	Kimbley I Muller		
Signature:	/Kim Muller/		
Date:	10/25/2012		
Total Attachments: 1 source=VALUE OIL CHANGE PLUS and OIL CHANGE VALUE + Trademark Assignment#page1.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment dated as of October 23, 2012 (the "Trademark Assignment"), by Doorknob Consultants, LLC, an Oregon Limited Liability Company ("Assignor"), with its principal place of business at 27501 SW 95<sup>th</sup> Avenue, Suite 945, Wilsonville, OR 97070 is in favor of Jiffy Lube International, Inc., a Delaware corporation, with its principal place of business at 700 Millam Street, Houston, Texas 77002 ("Assignee").

WHEREAS, Assignor has agreed to transfer to Assignee and Assignee has agreed to accept from Assignor, the VALUE OIL CHANGE PLUS (United States trademark registration number 4180790) and OIL CHANGE VALUE + (United States trademark application number 85402128) trademarks (the "Trademarks"), and all common law, goodwill, and other rights related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, and deliver to Assignee:

- (i) all of Assignor's right, title, and interest, in and to the Trademarks;
- (ii) the goodwill of the business symbolized by the Trademarks; and,
- (iii) all rights corresponding thereto.

From time to time after the date hereof, at the request and expense of Assignee, Assignor shall execute and deliver to Assignee such documents in a form acceptable to Assignor and take such other action as Assignee may reasonably request in order to consummate the transfer of the Trademarks.

Assignor also hereby authorizes and requests the issuing authority to issue any and all Trademarks to the Assignee.

This Trademark Assignment shall be binding on the heirs, assigns, representatives and successors of the undersigned and extend to the successors, assigns and nominees of the Assignee.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

DOOR KNOB CONSULTING, LLC (Assignor)

By: [Signature]  
 Name: Allen A. Engelmeier  
 Title: Owner

Acknowledged and Accepted:

JIFFY LUBE INTERNATIONAL, INC. (Assignee)

By: [Signature]  
 Name: Steve Green  
 Title: President