

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
	Western Diversified Services, Inc.		10/24/2012
	Entity Type CORPORATION: DELAWARE		
RECEIVING PARTY DATA			
Name:	Protective Administrative Services, Inc.		
Street Address:	14755 North Outer Forty, Suite 400		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63017		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1793865	THE ADVANTAGE
CORRESPONDENCE DATA			
Fax Number:	8013280537		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	801-521-3200		
Email:	bwinder@joneswaldo.com		
Correspondent Name:	Brent T. Winder		
Address Line 1:	170 South Main Street, Suite 1500		
Address Line 4:	Salt Lake City, UTAH 84101		
ATTORNEY DOCKET NUMBER:	11129.TBD		
NAME OF SUBMITTER:	Brent T. Winder		
Signature:	/Brent T. Winder/		
Date:	10/30/2012		
Total Attachments: 3 source=Executed assignment#page1.tif source=Executed assignment#page2.tif source=Executed assignment#page3.tif			

CH \$40.00 1793865

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Western Diversified Services, Inc., a Delaware corporation, whose previous postal address was 510 Lake Cook Road, Deerfield, Illinois 60015 and whose current address is 2345 Waukegan Road, Suite 210, Bannockburn, Illinois 60015 (hereinafter "Assignor"), has adopted and owns the following trademark ("the Mark"):

"THE ADVANTAGE" in connection with automotive repair warranty services;

WHEREAS, Assignor has acquired federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office (Registration No. 1793865) in connection with the same;


WHEREAS, Protective Administrative Services, Inc., a Missouri corporation, whose postal address is 14755 North Outer Forty, Suite 400, Chesterfield, Missouri 63017 (hereinafter "Assignee"), is desirous of acquiring the entire right, title, and interest in the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the federal registration thereof including the right to bring actions for past infringement, in any jurisdiction.

[Signature Page to Follow]

ASSIGNOR

Western Diversified Services, Inc.



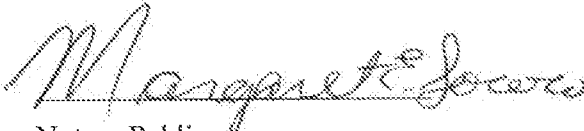
Ric Hackett, Secretary and Director

NOTARIZATION

State of ~~Illinois~~ Missouri

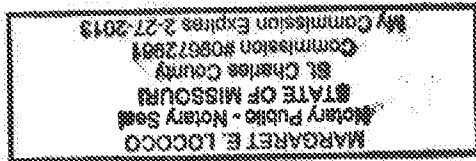
County of St. Louis

Before me personally appeared Richard Hackett and acknowledged the foregoing instrument to be his/her free act and deed this 24 day of October, 2012.



Notary Public

[Seal]



ASSIGNEE

Protective Administrative Services, Inc.



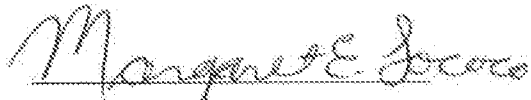
Ric Hackett, Senior Vice President, Secretary and Director

NOTARIZATION

State of ~~Illinois~~ Missouri

County of St. Louis

Before me personally appeared Ric Hackett and acknowledged the foregoing instrument to be his/her free act and deed this 24 day of October, 2012.



Notary Public

[Seal]

