

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
DriveTime Sales and Finance Corporation		11/08/2012	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	DriveTime Sales and Finance Company, LLC
Street Address:	4020 East Indian School Road
City:	Phoenix
State/Country:	ARIZONA
Postal Code:	85018
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	3555375	1.866.DT.REPAIR
Registration Number:	3698633	APPROVED. APPROVED. APPROVED.
Registration Number:	4107237	APPROVED
Registration Number:	2741539	D
Registration Number:	2741540	D
Registration Number:	2828567	DRIVECARE
Registration Number:	2779062	DRIVETIME
Registration Number:	2792416	DRIVETIME
Registration Number:	3314133	DT ACCEPTANCE
Registration Number:	3107675	DT CHAMP
Registration Number:	3455177	DT CHAMP
Registration Number:	3555338	DT CREDIT CORP.
Registration Number:	3337013	GETAUSED CARNOW
Registration Number:	3367003	GET A USED CAR NOW

TRADEMARK

Registration Number:	3266039	GO
Registration Number:	3266040	GO
Registration Number:	3370643	GOFORAPPROVAL
Registration Number:	3341790	GOFORAPPROVAL
Registration Number:	3474066	MILITARY MERIT
Registration Number:	3474067	MILITARY MERIT
Registration Number:	2801096	RATEADVANTAGE
Registration Number:	3420860	SELL US A CAR
Registration Number:	3275720	SCHOOLTIME
Registration Number:	3228790	THE GO-TO-GUYS FOR CARS AND CREDIT
Registration Number:	3228791	THE GO-TO-GUYS FOR CARS AND CREDIT
Registration Number:	3277041	WE TURN NO TO GO
Registration Number:	3228818	WE TURN NO TO GO
Registration Number:	4135981	YOU BETTER BELIEVE IT!

CORRESPONDENCE DATA

Fax Number: 6027985595
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (602) 798-5400
Email: lacorteb@ballardspahr.com
Correspondent Name: Brian W. LaCorte
Address Line 1: 1 East Washington Street
Address Line 2: Suite 2300
Address Line 4: Phoenix, ARIZONA 85004-2555

ATTORNEY DOCKET NUMBER:	00120654
NAME OF SUBMITTER:	Brian W. LaCorte
Signature:	/Brian W. LaCorte/
Date:	11/08/2012

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Assignment ("Assignment"), effective November 9, 2012, is entered into by and between DriveTime Sales and Finance Corporation, an Arizona corporation with its principal place of business at 4020 East Indian School Road, Phoenix, Arizona 85018, and DriveTime Sales and Finance Company, LLC, an Arizona limited liability company with its principal place of business at 4020 East Indian School Road, Phoenix, Arizona 85018.

WHEREAS, DriveTime Sales and Finance Corporation is the owner of the following trademarks ("Trademarks"):

Application No.	Registration No.	Word Portion of Mark
78842042	3,555,375	1.866.DT.REPAIR
77706323	3,698,633	APPROVED. APPROVED. APPROVED.
77960688	4,107,237	APPROVED and Design
76448421	2,741,539	D and Design
76448424	2,741,540	D and Design
78143339	2,828,567	DRIVECARE
76375210	2,779,062	DRIVETIME
76375366	2,792,416	DRIVETIME
78774756	3,314,133	DT ACCEPTANCE
78372928	3,107,675	DT CHAMP
78372912	3,455,177	DT CHAMP
78774753	3,555,338	DT CREDIT CORP.
78850891	3,337,013	GETAUSED CARNOW
78850896	3,367,003	GET A USED CAR NOW
78660939	3,266,039	GO and Design
78660949	3,266,040	GO and Design
78849670	3,370,643	GOFORAPPROVAL
78849671	3,341,790	GOFORAPPROVAL
78947500	3,474,066	MILITARY MERIT
78947509	3,474,067	MILITARY MERIT
76404606	2,801,096	RATEADVANTAGE
77130402	3,420,860	SELL US A CAR
76589736	3,275,720	SCHOOLTIME
78655814	3,228,790	THE GO-TO-GUYS FOR CARS AND CREDIT
78655834	3,228,791	THE GO-TO-GUYS FOR CARS AND CREDIT
78675437	3,277,041	WE TURN NO TO GO
78675445	3,228,818	WE TURN NO TO GO
77960691	4,135,981	YOU BETTER BELIEVE IT!

WHEREAS, DriveTime Sales and Finance Company, LLC wishes to obtain all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, DriveTime Sales and Finance Corporation does hereby sell, assign and transfer unto DriveTime Sales and Finance Company, LLC, the entire right, title and

interest in and to the Trademarks, including all pending applications and future registrations therefor, together with the goodwill associated therewith, and the right to sue and collect for past infringement of same.

DRIVETIME SALES AND FINANCE CORPORATION

By: _____

Name: Jon D. Ehlinger

Title: Secretary

DRIVETIME SALES AND FINANCE COMPANY, LLC

By: _____

Name: Jon D. Ehlinger

Title: Secretary