

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crimson Informatics, Inc.		11/21/2012	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	DriveFactor Inc.		
Street Address:	5300 Hickory Park Road		
Internal Address:	Suite 220		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23059		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85592960	DRIVEFACTOR	
Registration Number:	4048739	DRIVE IQ	
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:	scott.barnett@troutmansanders.com		
Correspondent Name:	Scott D. Barnett		
Address Line 1:	55 West Monroe Street		
Address Line 2:	Suite 3000		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Scott D. Barnett		
Signature:	/Scott D. Barnett/		
Date:	11/21/2012		

CH \$65.00 85592960

**Total Attachments: 5**

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source=system@drivefactor.com\_20121121\_100139#page1.tif

source=system@drivefactor.com\_20121121\_100139#page2.tif

# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

Crimson Informatics, Inc.

- Individual(s)                       Association  
 Partnership                       Limited Partnership  
 Corporation- State: Virginia  
 Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

### 3. Nature of conveyance/Execution Date(s) :

Execution Date(s) \_\_\_\_\_

- Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Drive Factor Inc.

Street Address: 5300 Hickory Park Road, Suite 220

City: Richmond

State: Virginia

Country: USA Zip: 23059

- Individual(s) Citizenship \_\_\_\_\_  
 Association Citizenship \_\_\_\_\_  
 Partnership Citizenship \_\_\_\_\_  
 Limited Partnership Citizenship \_\_\_\_\_  
 Corporation Citizenship Delaware  
 Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

85/592,960

B. Trademark Registration No.(s)

4,048,739

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Scott D. Barnett

Internal Address: Suite 3000

Street Address: 55 W. Monroe Street

City: Chicago

State: IL Zip: 60603

Phone Number: (312)759-1937

Docket Number: 237686.000007

Email Address: scott.barnett@troutmansanders.com

### 6. Total number of applications and registrations involved:

2

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65.00

- Authorized to be charged to deposit account  
 Enclosed

### 8. Payment Information:

Deposit Account Number 20-1507

Authorized User Name Troutman Sanders LLP

9. Signature: \_\_\_\_\_ /Scott D. Barnett/

11/21/2012

Signature

Date

Scott D. Barnett

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

5

TRADEMARKS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**APPLICATION NO.:** 85/592,960  
**FILING DATE:** April 9, 2012  
**MARK:** DRIVEFACTOR  
**APPLICANT:** DriveFactor Inc. (f/k/a Crimson Informatics, Inc.)

**REVOCATION OF FORMER POWER OF ATTORNEY  
and  
SUBSTITUTE POWER OF ATTORNEY**

Mail Stop Assignment Recordation Services  
Director of the US Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Honorable Director:

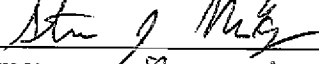
Registrant, DriveFactor Inc. (k/k/a/ Crimson Informatics, Inc.), hereby revokes the currently existing Power of Attorney for the above-identified trademark application and appoints Scott D. Barnett, Esq., member of the Bar of the State of Illinois practicing at TROUTMAN SANDERS LLP, 55 West Monroe Street, Suite 3000, Chicago, Illinois 60603-5758, its attorney to transact all business in the Patent and Trademark Office in connection with the above registration.

**Please direct all correspondence concerning this matter to Scott D. Barnett, at the above address, whose direct dial telephone number is (312) 759-1937.**

*Signature Page Follows*

DriveFactor Inc.

Date: 11/21/12

By:   
Name: Steven J. McKay  
Title: CEO

Attorney's Phone: (312) 759-1937  
Attorney's Facsimile: (773) 877-3727  
Attorney's E-Mail: [scott.barnett@troutmansanders.com](mailto:scott.barnett@troutmansanders.com)

TRADEMARKS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REGISTRATION NO.: 4,048,739  
REGISTRATION DATE: November 1, 2011  
MARK: DRIVE IQ  
APPLICANT: DriveFactor Inc. (f/k/a Crimson Informatics, Inc.)

**REVOCATION OF FORMER POWER OF ATTORNEY  
and  
SUBSTITUTE POWER OF ATTORNEY**

Mail Stop Assignment Recordation Services  
Director of the US Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Honorable Director:

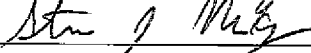
Registrant, DriveFactor Inc. (k/k/a/ Crimson Informatics, Inc.), hereby revokes the currently existing Power of Attorney for the above-identified trademark registration and appoints Scott D. Barnett, Esq., member of the Bar of the State of Illinois practicing at TROUTMAN SANDERS LLP, 55 West Monroe Street, Suite 3000, Chicago, Illinois 60603-5758, its attorney to transact all business in the Patent and Trademark Office in connection with the above registration.

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DriveFactor Inc.

Date: 11/21/12

By:   
Name: Steven J. McKay  
Title: CEO

Attorney's Phone: (312) 759-1937  
Attorney's Facsimile: (773) 877-3727  
Attorney's E-Mail: [scott.barnett@troutmansanders.com](mailto:scott.barnett@troutmansanders.com)