

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
Howard Enterprises, Inc.		12/28/2012	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	Howard, LLC		
Street Address:	3510-1 Port Jacksonville Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32226		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3783508	ADVANTAGE ENGINE PARTS POWER UP!	
CORRESPONDENCE DATA			
Fax Number:	5742371125		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	574-237-1156		
Email:	michelle.horvath@btlaw.com		
Correspondent Name:	Gerard T. Gallagher, Barnes & Thornburg		
Address Line 1:	100 N. Michigan Street		
Address Line 2:	600 1st Source Bank Center		
Address Line 4:	South Bend, INDIANA 46601		
ATTORNEY DOCKET NUMBER:	39852-57142		
NAME OF SUBMITTER:	Gerard T. Gallagher		
Signature:	/Gerard T. Gallagher/		

Date:

02/28/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

1. Howard Enterprises, Inc. is an Indiana corporation, having a place of business at 110 W. Sherman Street, Lynn, Indiana, United States of America ("HE").

2. Howard, LLC is a Delaware limited liability company having a place of business at 3510-1 Port Jacksonville Parkway, Jacksonville, Florida 32226 ("Howard").

3. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, HE hereby assigns to Howard all of HE's right, title and interest in and to the trademark listed on Exhibit A hereto (the "Trademark"), including all applications and registrations therefore and all common law rights associated therewith, along with the goodwill of the business symbolized by the Trademark, throughout the world. HE further assigns to Howard the right to sue and collect damages for any and all past, present and future infringement of any rights in the Trademark.

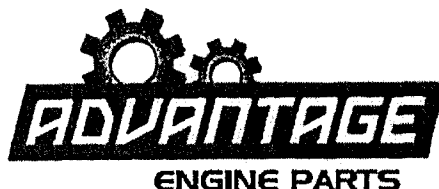
Dated this 28th day of December, 2012.

Howard Enterprises, Inc.

By: Tim McCoy
Printed: TIM M^cCOY
Title: President

United States of America

United States Patent and Trademark Office



 POWERUP

Reg. No. 3,783,508

Registered May 4, 2010

Int. Cl.: 7

TRADEMARK

PRINCIPAL REGISTER

HOWARD ENTERPRISES INC. (INDIANA CORPORATION)
P.O. BOX 408
110 W. SHERMAN
LYNN, IN 473530408

FOR: VEHICLE ENGINE PARTS, NAMELY, CAM AND LIFTER KITS COMPRISING CAM-SHAFTS AND VALVE LIFTERS; CONNECTING RODS; CRANKSHAFTS; CYLINDER KITS COMPRISING CYLINDER SLEEVES, CYLINDER SLEEVE O-RINGS, PISTONS, PISTON PINS, PISTON PIN RETAINERS, AND PISTON RINGS; FUEL INJECTION PORTS; GASKETS; OIL PUMPS; OVERHAUL KITS COMPRISING CYLINDER SLEEVES, CYLINDER SLEEVE O-RINGS, PISTONS, PISTON PIN RETAINERS, ROD BEARINGS, MAIN BEARINGS AND GASKETS; PISTONS, PISTON PIN RETAINERS, ROD BEARINGS, MAIN BEARINGS AND GASKETS; TURBOCHARGERS; VALVE TRAIN KITS COMPRISING INTAKE VALVES, EXHAUST VALVES, VALVE GUIDES, VALVE SPRINGS AND VALVE LOCKS; AND WATER PUMPS, IN CLASS 7 (U.S. CLS. 13, 19, 21, 23, 31, 34 AND 35).

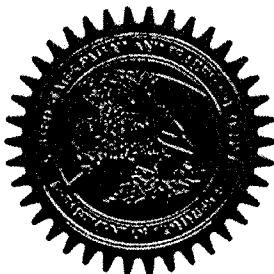
FIRST USE 3-1-2009; IN COMMERCE 3-1-2009.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENGINE PARTS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF TWO GEARS, PARTIALLY SHOWN, BEHIND A RECTANGULAR BOX CONTAINING THE STYLIZED WORD "ADVANTAGE" AND A GEAR SURROUNDING THE LETTER "O" IN THE WORD "POWERUP".

SER. NO. 77-708,780, FILED 4-7-2009.

DOMINICK J. SALEMI, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

