

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Spelling of Assignee's Name previously recorded on Reel 004943 Frame 0951. Assignor(s) hereby confirms the Assigns the Entire Interest and Goodwill.

<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Techmer Lehvoss Compounds, LLC		12/31/2012	LIMITED LIABILITY COMPANY: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Lehmann & Voss & Co. KG
<b>Street Address:</b>	Alsterufer 19
<b>City:</b>	20354 Hamburg
<b>State/Country:</b>	GERMANY
<b>Entity Type:</b>	CORPORATION: GERMANY

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	3132469	LUVOTECH

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	7038164100
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
<b>Phone:</b>	703-816-4003
<b>Email:</b>	nixonptomail@nixonvan.com
<b>Correspondent Name:</b>	Donna J. Bunton
<b>Address Line 1:</b>	901 North Glebe Road
<b>Address Line 2:</b>	11th Floor
<b>Address Line 4:</b>	Arlington, VIRGINIA 22203

<b>ATTORNEY DOCKET NUMBER:</b>	DJB/35-347
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<b>DOMESTIC REPRESENTATIVE</b>	
<b>Name:</b>	

Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Donna J. Bunton
Signature:	/Donna J. Bunton/
Date:	02/25/2013

Total Attachments: 3  
source=LUVOTECHAssignment#page1.tif  
source=LUVOTECHAssignment#page2.tif  
source=LUVOTECHAssignment#page3.tif

Form PTO-1595 (Rev. 01-09)  
OMB No. 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

**RECORDATION FORM COVER SHEET  
PATENTS 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)**

Isaac Lemon Laughlin  
Xingchu Liu  
Michael D. Swinson

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: TrueCar, Inc.

Internal Address: \_\_\_\_\_

Street Address: 225 Santa Monica Blvd., 12th Floor

City: Santa Monica

State: CA

Country: United States Zip: 90401

Additional name(s) & address(es) attached?  Yes  No

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

Execution Date(s) January 22, 2013

- Assignment  Merger  
 Security Agreement  Change of Name  
 Joint Research Agreement  
 Government Interest Assignment  
 Executive Order 9424, Confirmatory License  
 Other \_\_\_\_\_

**4. Application or patent number(s):**

This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

61/758,017 (Docket No. TCAR1370)

Additional numbers attached?  Yes  No

**5. Name and address to whom correspondence concerning document should be mailed:**

Name: Sprinkle IP Law Group (Customer No. 44654)

Internal Address: \_\_\_\_\_

Street Address: 1301 W. 25th Street, Suite 408

City: Austin

State: Texas Zip: 78705

Phone Number: 512-637-9220

Fax Number: 512-371-9088

Email Address: docketing@sprinklelaw.com

**6. Total number of applications and patents involved: 1**

**7. Total fee (37 CFR 1.21(h) & 3.41) \$ 40.00**

- Authorized to be charged to deposit account  
 Enclosed  
 None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number: 50-3183

Authorized User Name: Katharina W. Schuster

**9. Signature:**

Katharina W. Schuster  
Signature

Jan. 29, 2013  
Date

Katharina W. Schuster, Reg. No. 50,000  
Name of Person Signing

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

**3**

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

CH \$40.00 503183 61758017

Assignment of Trademark

ASSIGNMENT OF TRADEMARK made as of the 31st day of December, 2012, by Techmer Lehvoss Compounds, LLC, a Delaware limited liability company ("Assignor"), to Lehmann & Voss & Co. KG, a German corporation with its principal place of business at \_\_\_\_\_ ("Assignee").

RECTALS

Techmer PM LLC and LEHVOSS Beteiligungsgesellschaft mbH are parties to a Membership Interest Purchase Agreement dated as of December 28, 2012 (the "Agreement"), pursuant to which Techmer PM LLC has agreed to cause Assignor to transfer the LUVOTECH Trademark as identified in Exhibit E (the "Trademark") to Assignee.

In accordance therewith, Assignor desires to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Trademark to Assignee.

NOW, THEREFORE, Assignor, for and in exchange for the payment of the purchase price set forth in the Agreement, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Trademark, whether arising prior to or subsequent to the date of this Assignment of Trademark, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, Canada and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment of Trademark not been made.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Trademark shall be governed by and construed in accordance with the laws of the State of New York without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Trademark as of the date first above written.

Techmer Lehvoss Compounds, LLC

By: [Signature] DL: 052940068  
Name: PAUL DRINWAZIO  
Title: CFO

[SEAL]



[Signature]  
12/31/12

State of )  
Florida  
County: Miami-Dade  
3127419.v11

Florida ) ss: 050543416

County of )  
Miami - Dade

DL: 052940068

On this 31st day of December, 2012, before me, Kelly Perez, personally appeared Paul Alexander Dinunzio of \_\_\_\_\_, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

Kelly Perez 12/31/12  
Notary Public



Kelly Perez  
COMMISSION # 12079086  
EXPIRES MAR 14, 2015  
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Record 1 out of 1

TESS Home | Search | Advanced Search | Trademark | Trademark | Trademark | Trademark | Trademark | Trademark | Trademark ( Use the "Back" button of the Internet Browser to return to TESS)

# LUVOTECH

Word Mark	LUVOTECH
Goods and Services	IC 017, US 001 005 012 013 035 050, G & S: Thermoplastic compounds, thermoplastic elastomer resins and thermoplastic concentrates in pellet form for use in manufacturing in a wide variety of industries; Thermoplastic elastomer resins in pellet form for use in further manufacture. FIRST USE: 20050418, FIRST USE IN COMMERCE: 20050418
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	76876701
Filing Date	July 21, 2008
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 30, 2008
Registration Number	3132489
Registration Date	August 22, 2008
Owner	(REGISTRANT) Techmer Lelwoss Compounds, LLC LIMITED LIABILITY CORPORATION DELAWARE 1 Quality Circle Clinton TENNESSEE 37710
Attorney of Record	A.M. (Andy) Arismond, Jr.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15, SECT 8 (5-YR)
Live/Dead indicator	LIVE