

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
Hertz System, Inc.		01/30/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Simply Wheelz LLC		
Street Address:	225 Brae Boulevard		
City:	Park Ridge		
State/Country:	NEW JERSEY		
Postal Code:	07656-0713		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3419594	SIMPLYWHEELZ	
Registration Number:	3419634	SIMPLY WHEELZ	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127083460		
Email:	slebson@ladas.com		
Correspondent Name:	Scott J. Lebson		
Address Line 1:	Ladas & Parry LLP		
Address Line 2:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	NTMA 121156:753		
NAME OF SUBMITTER:	Scott J. Lebson		
Signature:	/sjl/		

TRADEMARK

Date:

03/14/2013

Total Attachments: 3

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UNITED STATES OF AMERICA

A S S I G N M E N T

WHEREAS, **HERTZ SYSTEM, INC.**, a corporation organized under the laws of the State of Delaware, United States of America, located at 225 Brae Boulevard, Park Ridge, New Jersey 07656, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

(Set forth on the attached schedule)

AND WHEREAS, **SIMPLY WHEELZ LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, located at 225 Brae Boulevard, Park Ridge, New Jersey 07656-0713, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 30 day of January 2013.

HERTZ SYSTEM, INC.

By Richard Byn [Title]
Vice President

[See over for Notarial Acknowledgment] **TRADEMARK**

REEL: 004981 FRAME: 0818

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA]
STATE OF *New Jersey*] SS:
COUNTY OF *Bergen*]

On this *30* day of *January* 2013, before me personally appeared *Richard Agar*, to me known, who, being by me duly sworn, did depose and say that he/she is the

Vice President of the corporation described in the foregoing instrument; that he/she executed said instrument on behalf of the said corporation; that he/she is authorized to execute an instrument of this nature by order of the Board of Directors of the corporation.

Kathryn McCann

Notary Public

[SEAL]

KATHRYN McCANN
NOTARY PUBLIC OF NEW JERSEY
COMMISSION EXPIRES JAN. 31, 2017

KATHRYN McCANN
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES JAN. 31, 2017

UNITED STATES OF AMERICA

S C H E D U L E

SIMPLYWHEELZ

No. 3419594

SIMPLY WHEELZ

No. 3419634