

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
Rudy's Performance Parts, Inc.		09/12/2013	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	A. Rudy Holding Company		
Street Address:	2601 Oberlin Road		
Internal Address:	Suite 100		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27608		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85846822	RUDY'S	
Serial Number:	85846837	RUDY'S DIESEL PERFORMANCE & OFFROAD	
CORRESPONDENCE DATA			
Fax Number:	2165669711		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	216-566-9700		
Email:	docketing@rankinhill.com		
Correspondent Name:	Rankin, Hill & Clark LLP		
Address Line 1:	38210 Glenn Avenue		
Address Line 4:	Willoughby, OHIO 44094-7808		
ATTORNEY DOCKET NUMBER:	PNN-36443		
NAME OF SUBMITTER:	Stephen A. Hill		

CH \$65.00 85846822

Signature:	/stephen a hill/
Date:	09/12/2013
Total Attachments: 2 source=611624#page1.tif source=611624#page2.tif	

Trademark Assignment

Whereas, Rudy's Performance Parts, Inc., a corporation organized under the laws of the State of North Carolina, having a principal place of business at 1404 Christian Avenue, Durham, North Carolina 27705-2989 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks RUDY'S and RUDY'S DIESEL PERFORMANCE & OFFROAD and design, for which applications have been filed to register the marks in the United States Patent and Trademark Office as Application Serial No. 85/846,822 and Application Serial No. 85/846,837, respectively, both filed February 11, 2013; and

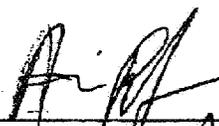
Whereas, A. RUDY HOLDING COMPANY, a corporation organized under the laws of the State of North Carolina, having a registered business address of 2601 Oberlin Road, Suite 100, Raleigh, North Carolina 27608 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire rights in and to said marks;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified applications for registration of said marks.

The Commissioner for Trademarks is requested to issue the certificates of registration to said ASSIGNEE.

RUDY'S PERFORMANCE PARTS, INC.

By



Printed Name:

Aaron Rudolf

Title:

Owner

Date:

9/12/13

RHPC TM801

TRADEMARK

REEL: 005110 FRAME: 0146

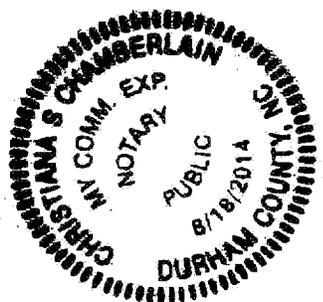
STATE OF NORTH CAROLINA

COUNTY OF Durham }

On this 11 day of Sept 2013, before me appeared Aaron Rudolf, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified company with authority to do so.

(Notarial Seal)

Christiana Chamberlain
Notary Public



RHPC TM601