

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
	H2O Conserv dba Optimum Car Care		01/01/2014
			Entity Type
			CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Service Franchising, Inc.		
Street Address:	PO Box 2818		
City:	Sugar Land		
State/Country:	TEXAS		
Postal Code:	77487		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3557412	ISHINE
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>			
Phone:	7032885248		
Email:	jon@schiffirinlaw.com		
Correspondent Name:	Jon Schiffirin		
Address Line 1:	8201 Greensboro Drive		
Address Line 2:	Suite 300		
Address Line 4:	McLean, VIRGINIA 22102		
NAME OF SUBMITTER:	Jon A. Schiffirin		
Signature:	/jonaschiffirin/		
Date:	02/05/2014		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK

WHEREAS, H2O Conserv dba Optimum Car Care, a Tennessee corporation, having a business address of 5910 Haymarket Road, Memphis, Tennessee 38120, (hereinafter referred to as "Assignor") has adopted and is using or intends to use the mark ISHINE, the subject of U.S. Registration No. 3,557,412 (the "Trademark");

WHEREAS, Service Franchising, Inc., a Texas corporation, having a business address of P.O. Box 2818, Sugar Land, Texas 77487 (hereinafter referred to as "Assignee"), desires to acquire any and all rights and goodwill associated with the Trademark.

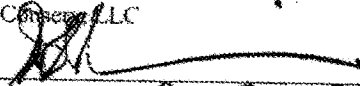
NOW THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest, in and to the aforesaid Trademark, including any causes in action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademark, and including the registration for the mark, and further hereby covenants, agrees and undertakes to execute, whenever requested by Assignee, all applications, assignments, lawful oaths and any other papers which Assignee may deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned.

Assignee hereby accepts the sale, assignment, transfer and conveyance of the Trademark and the associated goodwill to Assignor's business to which the Trademark pertain.


Assignor retains no ownership rights in the Trademark transferred to Assignee by this assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademark to be executed by their duly authorized representatives on this _____ day of _____.

H2O Conserv LLC

By: 
Name: David Ghodoussi
Title: CEO
Date: 12-20-13

Service Franchising Inc.

By: 
Name: Taron Stone
Title: COO
Date: 12/7/2014

SCHEDULE A

ISHINE

Registration No. 3,557,412, issued Jan. 6, 2009