

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298170

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEI Headquarters, Inc.		02/25/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Directed, LLC		
Street Address:	One Viper Way		
City:	Vista		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 131			
Property Type	Number	Word Mark	
Registration Number:	1147604	STEAL STOPPER	
Registration Number:	1360257	CARFINDER	
Registration Number:	1382152	VIPER	
Registration Number:	1439008	VOCALARM	
Registration Number:	1560581	A/D/S/	
Registration Number:	1588598	INVISIBEAM	
Registration Number:	1595043	THE HOTT SET-UP	
Registration Number:	1596127	AUTOCOMMAND	
Registration Number:	1664941	SIDEWINDER	
Registration Number:	1665774	MERLIN	
Registration Number:	1671463	SNIPER	
Registration Number:	1674046	CLIFFORD	
Registration Number:	1680241	HORNET	
Registration Number:	1687774	EQUALIZER	
Registration Number:	1709910	FAILSAFE	
Registration Number:	1717916	AVITAL	
Registration Number:	1721572	VALET	
Registration Number:	1755228	VIPER	
Registration Number:	1756693	VIPER	
Registration Number:	1816396	VIPER	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	1822606	PYTHON
Registration Number:	1822608	
Registration Number:	1831266	VRS
Registration Number:	1833777	WASP
Registration Number:	1847324	BOA
Registration Number:	1848176	NO ONE DARES COME CLOSE
Registration Number:	1850291	RATTLER
Registration Number:	1850292	RATTLESNAKE
Registration Number:	1850294	SECURITY FOR THE BEST
Registration Number:	1853037	AUTO-MATE
Registration Number:	1873747	DEI
Registration Number:	1908343	NITE-LITE
Registration Number:	1924871	ETCH-IT!
Registration Number:	1924872	WARN AWAY
Registration Number:	1925347	DOUBLEGUARD
Registration Number:	1937559	NUISANCE PREVENTION
Registration Number:	1937899	SAFE-LITE
Registration Number:	1937900	STINGER
Registration Number:	1949767	EFFECTIVE VEHICLE SECURITY
Registration Number:	1949768	SOFT CHIRP
Registration Number:	1954475	
Registration Number:	1961709	VIPER
Registration Number:	1962705	REVENGER
Registration Number:	1983683	VIPER
Registration Number:	1991173	PUT THE STING ON CRIME
Registration Number:	1996948	BOA
Registration Number:	2003532	IT'S YOUR CAR, KEEP IT THAT WAY
Registration Number:	2009328	DESIGNTECH
Registration Number:	2016512	EOSONE
Registration Number:	2017149	PUT THE STING ON CRIME
Registration Number:	2023351	PRO GUARD
Registration Number:	2031421	
Registration Number:	2037373	PRIME SECURITY
Registration Number:	2041580	
Registration Number:	2053567	THE CLEAR DIFFERENCE
Registration Number:	2053685	VOICE
Registration Number:	2053812	HORNET
Registration Number:	2120755	DEI
Registration Number:	2126969	

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Property Type	Number	Word Mark
Registration Number:	2139385	VIPER
Registration Number:	2146931	PYTHON
Registration Number:	2197007	
Registration Number:	2212832	PYTHON
Registration Number:	2218081	
Registration Number:	2218082	
Registration Number:	2218083	
Registration Number:	2229191	FIRST DEFENSE
Registration Number:	2285718	VIPER
Registration Number:	2291545	NPC
Registration Number:	2295688	TECHSOFT
Registration Number:	2300806	VIPER
Registration Number:	2301162	CODE-HOPPING
Registration Number:	2301471	BITWRITER
Registration Number:	2315849	ESP
Registration Number:	2362498	VIPER
Registration Number:	2404493	HORNET
Registration Number:	2404885	VENOM
Registration Number:	2464066	GHOST SWITCH
Registration Number:	2464469	READY REMOTE
Registration Number:	2474938	QUALITY BY DESIGN
Registration Number:	2482379	F/X
Registration Number:	2513804	PYTHON
Registration Number:	2685731	DESIGNTECH
Registration Number:	2740977	DIRECTED
Registration Number:	2745317	RESPONDER
Registration Number:	2780131	DRIVEN TO EXCEL
Registration Number:	2823010	SMART ENTRY
Registration Number:	2838757	CLIFFORD
Registration Number:	2838758	AUTOMATE
Registration Number:	2868242	DIRECTED
Registration Number:	2887768	VENOM
Registration Number:	2889487	VIPER
Registration Number:	2895057	MATRIX
Registration Number:	2895459	PYTHON
Registration Number:	2903453	DIRECTED
Registration Number:	2905106	DIRECTED
Registration Number:	2922879	VALET
Registration Number:	2973952	WIZARD

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Property Type	Number	Word Mark
Registration Number:	2974191	DIRECTED GRAPHITE
Registration Number:	3000663	VIPER
Registration Number:	3086979	VIPER
Registration Number:	3088555	THE SNAKE PIT
Registration Number:	3190889	VIPER
Registration Number:	3261056	DIRECTECHS.COM
Registration Number:	3276251	VIPER
Registration Number:	3285675	THE SNAKE PIT
Registration Number:	3289115	SOLOIST
Registration Number:	3293622	DIRECTWIRE
Registration Number:	3295058	VENOM SST
Registration Number:	3406805	DIRECTED
Registration Number:	3410097	I SOLOIST
Registration Number:	3483384	VIPER
Registration Number:	3573507	SUPERCODE
Registration Number:	3716295	SOLEX
Registration Number:	3760878	
Registration Number:	3787996	CANMAX
Registration Number:	3848117	DIRECT LINK
Serial Number:	77847070	DIRECTED SMARTSTART
Serial Number:	77223077	VIPER
Serial Number:	77223088	VIPER
Serial Number:	77306648	VIPER
Serial Number:	77696121	VIPER
Serial Number:	77747117	VIPER
Serial Number:	77823893	CLIFFORD SMARTSTART
Serial Number:	77798847	VIPER SMARTSTART
Serial Number:	85250749	START YOUR CAR FROM VIRTUALLY ANYWHERE W
Serial Number:	85181696	SMARTSPOT
Serial Number:	85122728	VIPER
Serial Number:	85121654	SMARTSHARE
Serial Number:	85099426	VIPER MOTOR CLUB
Serial Number:	85077402	VIPER

CORRESPONDENCE DATA

Fax Number: 2129499190

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 2129499022

Email: VMTannenbaum@lawabel.com

TRADEMARK

REEL: 005237 FRAME: 0394

Correspondent Name: Victor Tannenbaum
Address Line 1: 666 Third Avenue
Address Line 2: 10th Floor
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 8004961

NAME OF SUBMITTER: Victor Tannenbaum

SIGNATURE: /VMT/

DATE SIGNED: 03/14/2014

Total Attachments: 4

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UNITED STATES OF AMERICA

ASSIGNMENT

WHEREAS, **DEI HEADQUARTERS, INC.**, a corporation organized and existing under the laws of the State of Florida, United States of America, located at One Viper Way, City of Vista, State of California 92081-7853, United States of America (hereinafter hereinafter called the ASSIGNOR) is the owner of the following trademarks registered in the United States Patent and Trademark Office or for which applications for registration have been filed in the United States Patent and Trademark Office:

Trademark

Number


(See attached Schedule)

AND WHEREAS, **DIRECTED, LLC**, a limited liability company organized and existing under the laws of the State of Delaware, United States of America, with an office at One Viper Way, City of Vista, State of California 92081, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks, trademark applications and the registrations and eventual registrations thereof.

NOW, THEREFORE, in consideration of U.S. \$1.00 and other 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, its right, title and interest in and to the said trademarks, and the trademark applications, trademark registrations and eventual trademark registrations thereof as well as ASSIGNOR's ongoing and existing businesses as such businesses pertain to the aforementioned trademarks, and 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 *25* day of *February*, 2014.

DEI HEADQUARTERS, INC.

(By) 

James E. Minarik

(Title) Chief Executive Officer

SCHEDULE

Trademarks

U.S. Registered Trademarks

U.S. Registered trademarks - ®	Registration No.
Steal Stopper	1,147,604
CarFinder	1,360,257
Viper	1,382,152
Vocalarm	1,439,008
a/d/s/	1,560,581
Invisibeam	1,588,598
The Hott Set-up	1,595,043
AutoCommand	1,596,127
Sidewinder	1,664,941
Merlin	1,665,774
Sniper	1,671,463
Clifford	1,674,046
Hornet	1,680,241
Equalizer	1,687,774
Failsafe	1,709,910
Avital	1,717,916
Valet	1,721,572
Viper	1,755,228
Viper	1,756,693
Viper	1,816,396
Python	1,822,606
Snake Design (Vinnie)	1,822,608
VRS	1,831,266
Wasp	1,833,777
Boa	1,847,324
No One Dares Come Close	1,848,176
Rattler	1,850,291
Rattlesnake	1,850,292
Security for the Best	1,850,294
Auto-Mate	1,853,037
DEI	1,873,747
Nite-Lite	1,908,343
Etch-it (Supp. Reg.)	1,924,871
Warn Away (supp reg)	1,924,872
Doubleguard	1,925,347
Nuisance Prevention (Supp. Reg.)	1,937,559
Safe-Lite	1,937,899
Stinger	1,937,900
Effective Vehicle Security (Supp. Reg.)	1,949,767
Soft Chirp (supp reg)	1,949,768
Snake Design (Vinnie)	1,954,475
Viper (snake design)	1,961,709
Revenger	1,962,705
Viper	1,983,683
Put The Sting On Crime	1,991,173
Boa	1,996,948
It's Your Car Keep it that Way	2,003,532
Design Tech & Design	2,009,328
EOSONE	2,016,512
Put the Sting on Crime	2,017,149
Pro Guard	2,023,351
Hornet (bug image)	2,031,421
Prime Security	2,037,373

U.S. Registered trademarks - ®	Registration No.
Snake Design	2,041,580
The Clear Difference	2,053,567
Voice	2,053,685
Hornet	2,053,812
DEI (Audio)	2,120,755
Snake Design	2,126,969
Viper	2,139,385
Python	2,146,931
Snake Design (Sidewinder)	2,197,007
Python	2,212,832
Module Line Design 3	2,218,081
Module Line Design 1	2,218,082
Module Line Design 2	2,218,083
First Defense	2,229,191
Viper	2,285,718
NPC	2,291,545
Techsoft	2,295,688
Viper	2,300,806
Code-Hopping	2,301,162
Bitwriter	2,301,471
ESP	2,315,849
Viper (Minka)	2,362,498
Hornet	2,404,493
Venom	2,404,885
Ghost Switch	2,464,066
Ready Remote	2,464,469
Quality by Design	2,474,938
F/X	2,482,379
Python	2,513,804
Design Tech	2,685,731
DIRECTED	2,740,977
RESPONDER	2,745,317
DRIVEN TO EXCEL	2,780,131
Smart Entry	2,823,010
CLIFFORD (GPS)	2,838,757
AUTOMATE (GPS)	2,838,758
DIRECTED	2,868,242
Venom	2,887,768
VIPER	2,889,487
MATRIX	2,895,057
PYTHON	2,895,459
DIRECTED	2,903,453
DIRECTED	2,905,106
Valet	2,922,879
WIZARD	2,973,952
Directed Graphite	2,974,191
Viper	3,000,663
VIPER & design (Xenotech)	3,086,979
The Snake Pit	3,088,555
Viper	3,190,889
Directechs.com	3,261,056
Viper (Assignment from A.C.E)	3,276,251
The Snake Pit	3,285,675
Soloist	3,289,115
Directwire	3,293,622
Venom SST	3,295,058
Directed	3,406,805
iSOLOIST	3,410,097
VIPER	3,483,384
SUPERCODE	3,573,507
SOLEX	3,716,295

U.S. Registered trademarks - ®	Registration No.
Vinnie	3,760,878
CANMAX	3,787,996
DIRECT LINK	3,848,117

U.S. Trademark Applications

Trademark	Application Serial No.
Directed Smartstart	77847070
VIPER	77223077
VIPER	77223088
VIPER	77306648
VIPER	77696121
VIPER	77747117
Clifford SmartStart	77823893
Viper Smartstart	77798847
START YOUR CAR FROM VIRTUALLY ANYWHERE WITH YOUR SMARTPHONE	85250749
SMARTSPOT	85181696
VIPER	85122728
SMARTSHARE	85121654
VIPER MOTOR CLUB	85099426
VIPER	85077402