

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM306953

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEI Headquarters, Inc.		06/06/2014	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: 4			
Property Type	Number	Word Mark	
Serial Number:	86047056	VIPER SMARTKEY	
Serial Number:	86091736	RSR REMOTE START READY	
Serial Number:	85955900	CARMONY	
Serial Number:	85879953	MYAUTOMATE	
CORRESPONDENCE DATA			
Fax Number:	7606504172		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(760) 599-1398		
Email:	christie.biggs@deiholdings.com		
Correspondent Name:	Crystal Biggs		
Address Line 1:	One Viper Way		
Address Line 4:	Vista, CALIFORNIA 92081		
NAME OF SUBMITTER:	Crystal Biggs		
SIGNATURE:	//CRYSTAL BIGGS//		
DATE SIGNED:	06/06/2014		
Total Attachments: 1			
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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 called the ASSIGNOR) is the owner of the following trademark for which application for registration have been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
VIPER SMARTKEY	86047056
RSR REMOTE START READY	86091736
CARMONY	85955900
MYAUTOMATE	85879953

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, Vista, California 92081, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the eventual registration 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 ongoing and existing business as such business pertains to the aforementioned trademark, its right, title and interest in and to the said trademark, trademark application and eventual trademark registration together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 6th day of June, 2014.

DEI HEADQUARTERS, INC.

By 
Crystal L. Biggs
Title: Secretary and Corporate Counsel