

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312950

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Enfocel, LLC		07/30/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Car Loan Pal Holdings, LLC		
Street Address:	C/O Digital Media Solutions		
Internal Address:	28100 US Hwy 19 N, Suite 204		
City:	Clearwater		
State/Country:	FLORIDA		
Postal Code:	33761		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85910373	CAR LOAN PAL	
CORRESPONDENCE DATA			
Fax Number:	2023712540		
<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:	2023712600		
Email:	tm@skgf.com		
Correspondent Name:	Monica Talley of SKGF PLLC		
Address Line 1:	1100 New York Avenue, NW, Suite 600		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	3363.0030000		
NAME OF SUBMITTER:	Monica Riva Talley		
SIGNATURE:	/monica riva talley/		
DATE SIGNED:	08/05/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

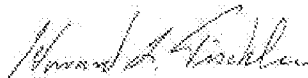
Enfocel, LLC, a Delaware limited liability company, with a principal place of business at 6640 Eli Whitney Drive, Suite 200, Columbia, Maryland 21046 ("Assignor"), is the owner of the marks identified on Exhibit A and of the U.S. and Canadian trademark application therefor ("the Trademarks").

Car Loan Pal Holdings, a Delaware limited liability company, with a principal place of business at c/o Digital Media Solutions, 28100 U.S. Highway 19 N, Suite 204, Clearwater, Florida 33761 ("Assignee"), wishes to acquire the Trademarks from Assignor.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to use and recover for past infringements, dilution, and other violations.

Enfocel, LLC

By:



Name: Howard L. Tischler

Date: July 30, 2014

EXHIBIT A

U.S. Application

<u>MARK</u>	<u>APP. NO.</u>	<u>FILING DATE</u>
CAR LOAN PAL	85/910,373	April 22, 2013

Canadian Application

<u>MARK</u>	<u>APP. NO.</u>	<u>FILING DATE</u>
CAR LOAN PAL	1,624,012	April 25, 2013