

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318663

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE HERTZ CORPORATION		09/18/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HERTZ SYSTEM, INC.		
<b>Street Address:</b>	25 Brae Boulevard		
<b>City:</b>	Park Ridge		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07656-0713		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1337196	HERTZ PLATINUM SERVICE	
<b>Registration Number:</b>	1417030	HERTZ CAR SALES	
<b>Registration Number:</b>	2709052	HERTZ	
<b>Registration Number:</b>	2768863	HERTZ CAR SALES	
<b>Registration Number:</b>	2830131	HERTZ	
<b>Registration Number:</b>	4285289	HERTZ DEALER DIRECT	
<b>Registration Number:</b>	4511069	H	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127083460		
<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>			
<b>Phone:</b>	212-246-8959		
<b>Email:</b>	Slebson@ladas.com		
<b>Correspondent Name:</b>	Ladas & Parry LLP		
<b>Address Line 1:</b>	1040 Avenue of the Americas		
<b>Address Line 4:</b>	New York, NEW YORK 10018		
<b>ATTORNEY DOCKET NUMBER:</b>	NTMA 141268:753		
<b>NAME OF SUBMITTER:</b>	Scott J. Lebson		
<b>SIGNATURE:</b>	/SJL/		
<b>DATE SIGNED:</b>	10/01/2014		

CH \$190.00 1337196

**Total Attachments: 3**

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**UNITED STATES OF AMERICA**

**ASSIGNMENT**

WHEREAS **THE HERTZ CORPORATION**, a corporation organized under the laws of the State of Delaware, United States of America, located at 225 Brae Boulevard, Park Ridge, New Jersey 07656, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

(Set forth on the attached schedule)

AND WHEREAS, **HERTZ SYSTEM, INC.**, a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 225 Brae Boulevard, Park Ridge, New Jersey 07656-0713, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for 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, all right, title and interest in and to the said trademarks and registrations thereof, together with 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 *18th* day of *September*, 2014.

**THE HERTZ CORPORATION**

By *Kevin T. Maden*  
*Asst. Secretary* [Title]

[See over for Notarial Acknowledgment]

**TRADEMARK**  
**REEL: 005372 FRAME: 0621**

**CORPORATE ACKNOWLEDGMENT**

UNITED STATES OF AMERICA ]  
STATE OF *New Jersey* ] SS:  
COUNTY OF *Bergen* ]

On this *18th* day of *September* 2014, before me personally appeared *Kevin T. McIlwee*, to me known, who, being by me duly sworn, did depose and say that he/she is the *Assistant Secretary* of the corporation described in the foregoing instrument; that he/she executed said instrument on behalf of the said corporation; that he/she is authorized to execute an instrument of this nature by order of the Board of Directors of the corporation.

*Kathryn McCann*  
\_\_\_\_\_  
Notary Public

KATHRYN MCCANN  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES JAN. 31, 2017

[SEAL]

UNITED STATES OF AMERICA

SCHEDULE

<b>HERTZ PLATINUM SERVICE</b>	<b>No. 1337196</b>
<b>Hertz Car Sales in Black &amp; White Rectangle</b>	<b>No. 1417030</b>
<b>HERTZ in Stylized Uppercase</b>	<b>No. 2709052</b>
<b>HERTZ CAR SALES</b>	<b>No. 2768863</b>
<b>HERTZ</b>	<b>No. 2830131</b>
<b>HERTZ DEALER DIRECT</b>	<b>No. 4285289</b>
<b>Horatio Cartoon Character with Letter h – Front View</b>	<b>No. 4511069</b>