

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329530

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Westmark Auto Finance, LLC		01/13/2015	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	MarkOne Holdings, LLC		
Street Address:	6410 Southpoint Parkway		
Internal Address:	Suite 300		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32216		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86342429	WESTMARK AUTO FINANCE	
CORRESPONDENCE DATA			
Fax Number:	6109150567		
<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:	843 345 1207		
Email:	jgbolling@comcast.net		
Correspondent Name:	Jocelyn Bolling		
Address Line 1:	PO Box 2039		
Address Line 4:	Mount Pleasant, SOUTH CAROLINA 29465		
NAME OF SUBMITTER:	Jocelyn G Bolling		
SIGNATURE:	/Jocelyn G Bolling/		
DATE SIGNED:	01/21/2015		
Total Attachments: 3			
source=20150113 Assignment of Rights#page1.tif			
source=20150113 Assignment of Rights#page2.tif			
source=Exhibit 1 WestMark Logo#page1.tif			

OP \$40.00 86342429

ASSIGNMENT

This Assignment is made effective as of the 13 day of January, 2015, by Westmark Auto Finance, LLC ("Assignor"), a limited liability company with its principal office at 6410 Southpoint Parkway, Suite 300, Jacksonville, Florida, 32216, in favor of MarkOne Holdings, LLC, a limited liability company with its principal office at 6410 Southpoint Parkway, Suite 300, Jacksonville, Florida 32216 ("Assignee").

WHEREAS, Assignor is using the mark WESTMARK AUTO FINANCE & Design (the "Mark") in connection with automobile financing services, a sample of which is depicted in Exhibit 1 ("the Mark Design"), and Assignor has sold such services bearing the Mark in the United States of America.

WHEREAS, Assignor has used the Mark since September 21, 2012, and has used the Mark in interstate commerce since September 21, 2012;

WHEREAS, Assignor owns a pending application with the U.S. Patent and Trademark Office to register the mark WESTMARK AUTO FINANCE & Design, for automobile financing services based on a claim of first use in commerce as of September 21, 2012 (Serial No. 86/342,429);

WHEREAS, Assignee desires to acquire any and all of Assignors' worldwide right, title and interest in and to the Mark, together with the goodwill symbolized thereby, and any rights worldwide that Assignor owns, and any registration resulting from Assignor's application to register the Mark and Assignor has agreed to assign and transfer to Assignee any and all such rights.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and intending to be legally bound hereby, Assignor agrees as follows:

i) Assignor hereby irrevocably assigns, transfers, conveys and grants to Assignee any and all worldwide right, title, and interest now owned and possessed by Assignor in and to the Mark together with the goodwill symbolized thereby.

ii) Assignor hereby irrevocably assigns to Assignee, and agrees that Assignee shall be the sole and exclusive owner of all worldwide right, title and interest in and to any and all claims, demands and causes of action arising out of or related to infringements of the proprietary rights in the trademark that is the subject of this Assignment that may occur or arise at any time.

iii) Assignor shall, upon Assignee's request, execute or cause to be executed any documents necessary to confirm this Assignment and to record it with the U.S. Patent and Trademark Office. Assignor shall also provide to Assignee, upon Assignee's request, information and documentation necessary to manifest Assignor's first use of the Mark, and first use in interstate commerce of the Mark.


iv) No rights in the Mark are reserved by Assignor.

WESTMARK AUTO FINANCE, LLC
ASSIGNOR

By

Its

Date



1/13/15

EXHIBIT 1

