

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM333911

<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>
Asurion Services, LLC		03/02/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Asurion, LLC		
<b>Street Address:</b>	648 Grassmere Park		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37211		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 25</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2202043	APPLIANCE PROTECTION PLUS	
<b>Registration Number:</b>	4283567	CANOPY	
<b>Registration Number:</b>	3768748	ECONEW	
<b>Registration Number:</b>	3768749	ECONEW	
<b>Registration Number:</b>	3782175	ECONEW DIRECT	
<b>Registration Number:</b>	3925179	"FIX IT FAST" GUARANTEE	
<b>Registration Number:</b>	2006401	KEEP IT NEW!	
<b>Registration Number:</b>	2411864	NEW	
<b>Registration Number:</b>	2368059	NEW	
<b>Registration Number:</b>	3774422	NEW SMARTPROCUREMENT	
<b>Registration Number:</b>	3768750	POWERED BY ECONEW	
<b>Registration Number:</b>	3408694	PRESERVE THE MOMENT, PROTECT YOUR FINE J	
<b>Registration Number:</b>	1747399	PRICE PLUS	
<b>Registration Number:</b>	2804003	PRODUCT ASSIST	
<b>Registration Number:</b>	4366836	PROTECT YOUR GOODS	
<b>Registration Number:</b>	2614755	QUICK ASSIST	
<b>Registration Number:</b>	2718555	QUICK ASSIST	
<b>Registration Number:</b>	3836315	REPAIR.COM	
<b>Registration Number:</b>	4049523	REPAIRNOW.COM	
<b>TRADEMARK</b>			

CH \$640.00 2202043

Property Type	Number	Word Mark
Registration Number:	2622450	RETURN ASSIST
Registration Number:	1737026	SATISFACTION PLUS
Registration Number:	3800165	SENIOR CHECKED
Registration Number:	3796372	SENIORCHECKED
Registration Number:	4016631	SERVICE VALET
Serial Number:	86005598	REDGLOVE

**CORRESPONDENCE DATA**

Fax Number: 6152591470  
*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.*  
Phone: 6152591450  
Email: trademarks@arlaw.com  
Correspondent Name: Robert E. McAlhany, Jr.  
Address Line 1: 424 Church St.  
Address Line 2: Suite 2700  
Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	612194-4
NAME OF SUBMITTER:	Robert E. McAlhany, Jr.
SIGNATURE:	/Robert E. McAlhany, Jr./
DATE SIGNED:	03/03/2015

**Total Attachments: 3**  
source=Asurion Services#page1.tif  
source=Asurion Services#page2.tif  
source=Asurion Services#page3.tif

## INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** is entered into as of March 2, 2015, by and between Asurion Services, LLC, a Delaware limited liability company (“Assignor”), and Asurion, LLC, a Delaware limited liability company (the “Assignee”);

**WHEREAS**, Assignor owns the trademarks listed on the attached Schedule A (the “Marks”);

**WHEREAS**, Assignee is desirous of acquiring the Marks and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks.

**NOW, THEREFORE**, in consideration of one hundred dollars (\$100.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

- 1) Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks throughout the world, and the registrations and applications therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks, along with any right to sue and recover for damages and profits.
- 2) Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor’s rights, title, and interest in and to the Marks and the registrations and applications therefor in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee.




For and on behalf of Asurion Services, LLC

Signed: W. J. Reagan

Name: Willard J. Reagan

Title: Vice President of Finance and Treasurer

**Schedule A**

<b>TRADEMARK</b>	<b>COUNTRY AND NUMBER OF ASSOCIATED REGISTRATION(S) OR APPLICATION(S)</b>
APPLIANCE PROTECTION PLUS	United States, reg. no. 2202043
CANOPY	Canada, app. no. 1601612 Hong Kong, app. no. 302648881 International Registration, reg. no. 1171930, with extensions into China, European Union (CTM), and Japan United States, reg. no. 4283567
ECONEW	United States, reg. no. 3768748
	United States, reg. no. 3768749
ECONEW DIRECT	United States, reg. no. 3782175
“FIX IT FAST” GUARANTEE	United States, reg. no. 3925179
KEEP IT NEW!	United States, reg. no. 2006401
	United States, reg. nos. 2411864 and 2368059
NEW SMARTPROCUREMENT	United States, reg. no. 3774422
	United States, reg. no. 3768750
PRESERVE THE MOMENT, PROTECT YOUR FINE JEWELRY AND WATCH	United States, reg. no. 3408694
PRICE PLUS	United States, reg. no. 1747399
PRODUCT ASSIST	United States, reg. no. 2804003
PROTECT YOUR GOODS	United States, reg. no. 4366836
QUICK ASSIST	United States, reg. nos. 2614755 and 2718555

REDGLOVE	United States, app. no. 86005598
REPAIR.COM	United States, reg. no. 3836315
REPAIRNOW.COM	United States, reg. no. 4049523
RETURN ASSIST	United States, reg. no. 2622450
SATISFACTION PLUS	United States, reg. no. 1737026
<b>Senior</b>  <b>Checked</b>	United States, reg. no. 3800165
SENIORCHECKED	United States, reg. no. 3796372
SERVICE VALET	United States, reg. no. 4016631