

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335147

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stephen J. Alderson		03/16/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Southwest Dealer Services, Inc.		
Street Address:	18 Bunsen		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4464761	KARR TRACK & RECOVERY	
Registration Number:	4461077	KARR SECURITY SYSTEMS	
Registration Number:	4457623	THEFT CODE	
Registration Number:	4464748	KARR	
CORRESPONDENCE DATA			
Fax Number:	3129021061		
<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:	312-577-8438		
Email:	raquel.haleem@kattenlaw.com		
Correspondent Name:	Raquel Haleem c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	214338-00171		
NAME OF SUBMITTER:	Raquel Haleem		
SIGNATURE:	/Raquel Haleem/		
DATE SIGNED:	03/16/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), entered into as of the last date written below, is made by and between Stephen J. Alderson, an individual with an address of 24131 Cascades, Laguna Niguel, California 92677 ("Assignor") and Southwest Dealer Services, Inc., a California corporation with an address of 18 Bunsen, Irvine, California 92618 (the "Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to the trademarks, service marks, and logos listed on the attached Schedule A (hereinafter referred to as the "Marks"); and

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor has in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof.

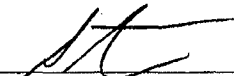
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor does hereby assign, sell, transfer, and convey unto Assignee, and Assignee hereby accepts, all right, title and interest in and to the Marks, including such other trademark, service mark and trade names as may be owned by Assignor and used in connection with the Marks, and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, including, but not limited to, the use of the Marks in any manner; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof, all of which to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.
2. At any time on or after the Effective Date, Assignor agrees to execute and deliver all such transfers, assignments, conveyances and assurances and take or cause to be taken such further actions as may reasonably be requested by the Assignee to obtain the full benefit of this Assignment. If Assignee is unable for any reason whatsoever to secure Assignor's signature to any document necessary to give effect to the assignment of the Marks to Assignee hereunder, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents, as its agents and attorneys-in-fact with full power of substitution to act for and on its behalf and instead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted acts to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor.
3. Assignor acknowledges that Assignor shall have no right to receive any royalty, fee or other share of income or revenue that may be received by Assignee from the use, sale, license, publication, distribution or any other transfer or exploitation of the Marks.

IN WITNESS WHEREOF, the undersigned has duly executed this Assignment for and on behalf of Assignor and Assignee as of the day and year written below.

ASSIGNOR

ASSIGNEE



Stephen Alderson

By: _____
Name: Eric Hamann
Title: President

Date: March 16, 2015

Date: March __, 2015

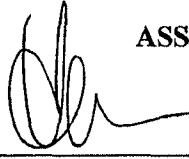
IN WITNESS WHEREOF, the undersigned has duly executed this Assignment for and on behalf of Assignor and Assignee as of the day and year written below.

ASSIGNOR

Stephen Alderson

Date: March __, 2015

ASSIGNEE

By: 

Name: Eric Hamann
Title: President

Date: March 16, 2015

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 005478 FRAME: 0404

SCHEDULE A

<u>Trademark</u>	<u>Status</u>	<u>Goods and Services</u>	<u>Owner</u>	<u>Jurisdiction</u>
 App 85770602 Reg 4464761	Registered 14-JAN- 2014	vehicle tracking, locating, and monitoring system employing an global positioning system; and vehicle security system, namely, vehicle remote control, starter interrupt, remote control for vehicle door lock/unlock, vehicle anti-theft alarm, remote control with panic mode, illuminated vehicle entry, vehicle parking light flashing, vehicle keyless entry, vehicle trunk release, emergency vehicle getaway mode, automatic vehicle started disablement, shock sensor alarm, vehicle horn alarm activation, led vehicle security status indicator, vehicle intrusion alert, vehicle ignition lock/unlock, silent and audible vehicle security system arming/disarming, and valet mode security system override	Stephen J. Alderson	U.S.
 App 85769062 Reg 4461077	Registered 07-JAN- 2014	vehicle security system with vehicle remote control, keyless convenience, vehicle starter interrupt and anti-theft vehicle alarm	Stephen J. Alderson	U.S.
THEFT CODE App 85768471 Reg 4457623	Registered 31-DEC- 2013	permanent plastic identification labels for automobile security and recovery containing vehicle identification information	Stephen J. Alderson	U.S.
 App 85768570 Reg 4464748	Registered 14-JAN- 2014	automotive starter interrupt anti-theft system with automotive security system remote control	Stephen J. Alderson	U.S.