

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM338680

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dominion Enterprises		02/01/2015	PARTNERSHIP : VIRGINIA

GENERAL PARTNERSHIP

RECEIVING PARTY DATA

Name:	3 Boys IP, LLC
Street Address:	745 River Road West
City:	Manakin-Sabot
State/Country:	VIRGINIA
Postal Code:	23103
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	1885240	1-800 CAR-LOAN
Registration Number:	2246926	1-888-CAR-LOAN
Registration Number:	2141480	1-888-NO-HASSLE
Registration Number:	2612139	1-800 AUTO LOAN
Registration Number:	2100460	WHEN YOU NEED HELP CALL 1-800-CAR-LOAN
Registration Number:	2048285	1-800-NO-HASSLE
Registration Number:	1941450	1-800 NO HAGGLE
Registration Number:	2959276	SELL MORE CARS!
Registration Number:	2963809	YOUR GOAL IS OUR MISSION, SELL MORE CARS
Registration Number:	3058923	
Registration Number:	3129748	THE RIGHT CAR. THE RIGHT LOAN. RIGHT NOW
Registration Number:	3133113	SOLUTIONS FOR ANY CREDIT
Registration Number:	3176952	INTELLI-LEAD TECHNOLOGY
Registration Number:	3238770	FUEL FOLLOW UP EVERY LEAD
Registration Number:	3309488	NO HASSLE CAR BUYING NETWORK

OP \$390.00 1885240

CORRESPONDENCE DATA

Fax Number: 6094527778

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: 609-452-7100
Email: mkelley@lancianolaw.com
Correspondent Name: Matt Kelley/Lanciano & Associates, LLC
Address Line 1: 2 Route 31 North
Address Line 4: Pennington, NEW JERSEY 08534

ATTORNEY DOCKET NUMBER: WEISLEDER - DOMINION

NAME OF SUBMITTER: Matthew T. Kelley

SIGNATURE: /s/ Matthew T. Kelley

DATE SIGNED: 04/20/2015

Total Attachments: 2

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CONFIRMATORY ASSIGNMENT OF TRADEMARKS

By **DOMINION ENTERPRISES**, a Virginia general partnership ("Assignor"), in favor of **3 BOYS IP, LLC**, a Virginia limited liability company ("Assignee"), as of the 1st day of February, 2015.

Pursuant to an Asset Purchase Agreement ("Agreement") dated as of the date hereof (the "Grant Date"), between Weisleder Acquisition, LLC ("Buyer"), an affiliate under common control with Assignee, and IFMG, LLC, a Virginia limited liability company owned or controlled by Assignor ("Seller"), Seller conveyed its ongoing and existing automotive financing lead-generation and lead management business to Buyer, including certain related trademarks and/or service marks used in connection therewith that are registered in Assignor's name with the United States Patent and Trademark Office, as described in Exhibit A (the "Marks"), all right, title, and interest to which Marks are held by Assignor. Buyer has assigned its right to receive the Marks under the Agreement to Assignee. The parties desire to confirm the conveyance of the Marks from Assignor to Assignee by this Confirmatory Assignment.

Assignor therefore states as follows:

1. Assignor hereby confirms that it has assigned to Assignee, its successors and assigns, from and after the Grant Date, its entire right, title and interest in the Marks and their accompanying goodwill, including, without limitation:
 - a all renewals thereof;
 - b all proceeds therefrom, including, without limitation, all income, royalties, damages, and payments now and hereafter due and/or payable under and with respect thereto, including (without limitation) damages and payments for past or future infringements thereof;
 - c the right to sue and recover for past, present, and future infringements thereof; and
 - d all rights corresponding thereto and throughout the United States.
2. This assignment remains subject to the terms and conditions contained in the Asset Purchase Agreement.
3. This assignment applies to the Marks in the United States and throughout the world.

Signed by Assignor on the day set forth in the introductory clause.

DOMINION ENTERPRISES

By: 

Name: GUY R. FRIDDELL, III

Title: EXECUTIVE VICE PRESIDENT

EXHIBIT A

MARKS

MARK	REGISTRATION NO.	REGISTRATION DATE
1-800 Car-Loan	Reg. No. 1885240	Registered 3-21-1995
1-888 Car-Loan	Reg. No. 2246926	Registered 5-25-1999
1-888-No-Hassle	Reg. No. 2141480	Registered 3-3-1998
1-800 Auto Loan	Reg. No. 2612139	Registered 8-27-2002
"When you need help call 1-800-Car-Loan"	Reg. No. 2100460	Registered 9-23-1997
1-800-No-Hassle	Reg. No. 2048285	Registered 3-25-1997
1-800 No Haggle	Reg. No. 1941450	Registered 12-12-1995
SELL MORE CARS!	Reg. No. 2959276	Registered 6-7-2005
YOUR GOAL IS OUR MISSION, SELL MORE CARS!	Reg. No. 2963809	Registered 6-28-05
	Reg. No. 3058923	Registered 2-14-06
The Right Car. The Right Loan. Right Now!	Reg. No. 3129748	Registered 8-15-06
Solutions for any credit	Reg. No. 3133113	Registered 8-22-06
Intelli-Lead Technology	Reg. No. 3176952	Registered 11-28-06
FUEL Follow Up Every Lead	Reg. No. 3238770	Registered 5-8-07
No Hassle Car Buying Network	Reg. No. 3309488	Registered 10-9-07