

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM342369

<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>
ELCO Chevrolet Inc.		05/22/2015	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Enterprise Holdings, Inc.		
<b>Street Address:</b>	600 Corporate Park Drive		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63105		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86588268	ELCO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3146673633		
<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>	314-552-6000		
<b>Email:</b>	ipdocket@thompsoncoburn.com		
<b>Correspondent Name:</b>	Thomas A. Polcyn		
<b>Address Line 1:</b>	One US Bank Plaza		
<b>Address Line 2:</b>	Thompson Coburn LLP		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63101		
<b>ATTORNEY DOCKET NUMBER:</b>	51017-142429		
<b>NAME OF SUBMITTER:</b>	Thomas A. Polcyn		
<b>SIGNATURE:</b>	/thomas a. polcyn/		
<b>DATE SIGNED:</b>	05/26/2015		
<b>Total Attachments: 1</b>			
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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is by and between ELCO Chevrolet Inc., a Missouri corporation with an address of 600 Corporate Park Drive, St. Louis, Missouri 63105 ("Assignor") and Enterprise Holdings, Inc., a corporation incorporated under the laws of the State of Missouri with an address of 600 Corporate Park Drive, St. Louis, Missouri 63105 ("Assignee"). This Assignment shall be effective on the date of the last signature below.

WHEREAS, Assignor owns U.S. Trademark Application No. 86/588,268, and owns the mark ELCO as shown in said application, for use in connection with the goods and services specified in said application (hereinafter said mark and said application are referred to collectively as the "Trademark"); and

WHEREAS, Assignee owns a partial interest in Assignor's business, Assignor desires to transfer all of Assignor's right, title and interest in and to the Trademark to Assignee, and Assignee desires to accept the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby assigns, transfers and conveys to Assignee its entire right, title, interest in and to the Trademark together with the accompanying goodwill and that portion of the business represented and symbolized by the Trademark (including, without limitation, the right to apply to renew the associated registrations, the right to apply for trademark registrations based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States to record the transfer of the application and any resulting registration for the Trademark to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademark.

This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

**ELCO Chevrolet Inc.**

**Enterprise Holdings, Inc.**

Signature

Signature

Jeffrey Cowan  
Assistant Secretary  
Printed Name and Title

Meredith Perkins Vice President and  
Assistant Secretary  
Printed Name and Title

May 22, 2015  
Date

May 22, 2015  
Date