

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM345243

<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>
ONLINE DRIVE, INC.		05/27/2015	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ONLINE DRIVE (Delaware), INC.		
<b>Street Address:</b>	6700 HOLLISTER STREET		
<b>City:</b>	Houston		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	77040		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4536882	CUSTOMER UPGRADE PROGRAM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8328308958		
<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>	2819743458		
<b>Email:</b>	docket@al-ip.com		
<b>Correspondent Name:</b>	Adolph Locklar		
<b>Address Line 1:</b>	4615 SOUTHWEST Freeway, Suite 630		
<b>Address Line 4:</b>	Houston, TEXAS 77027		
<b>ATTORNEY DOCKET NUMBER:</b>	ONLINE.005001		
<b>NAME OF SUBMITTER:</b>	Kimberly Wattner		
<b>SIGNATURE:</b>	/Michael Locklar/		
<b>DATE SIGNED:</b>	06/19/2015		
<b>Total Attachments: 2</b>			
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source=Online Drive Assignment#page2.tif			

OP \$40.00 4536882


**IP Assignment**

This IP Assignment (this "Agreement"), effective May 27, 2015, is between Online Drive (Delaware), Inc., a Delaware corporation ("Online Delaware"), and Online Drive, Inc., a Texas corporation ("Online Texas"). In consideration of the covenants in this Agreement and valuable consideration, including the sum of one U.S. dollar (US \$1.00) paid by Online Delaware to Online Texas, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows.


Online Texas assigns to Online Delaware, its successors and assigns, all of its rights, title and interest in all copyrightable works, all copyright registrations and copyright applications, all moral rights and design rights, all trademarks, service marks, trademark and service mark registrations and applications, and the goodwill of the business symbolized thereby; all patent rights, patents, and patent applications, all proprietary information, all other intellectual property rights, including, without limitation, the intellectual property and intellectual property rights listed on Schedule 1, and all rights to sue for past, present or future infringement or misappropriation of all such assigned rights.

This Agreement shall be governed by and construed in accordance with the substantive laws (without regard to the rules governing conflicts of laws) of the State of Texas. This Agreement constitutes the entire agreement of the parties, and may not be modified or amended, except in writing signed by authorized representatives of the parties.

**Online Drive (Delaware), Inc.**

By:   
Name: LARRY BRICE  
Title: Pres. (CEO)  
Date: 5/25/15

**Online Drive, Inc.**

By:   
Name: Robert Burnett  
Title: SVP  
Date: 5/27/15

**Schedule 1**

**PATENTS AND PATENT APPLICATIONS**

US patent application Ser. No. 13/948,029

Filed: July 22, 2013

Title: System and method for distributing pop-up/pop-over advertising and coordinating gift card purchases and redemption

Inventors: Larry Alan Bruce

Internal name: Showroom magnet brand management (also Behavior Targeting)

US provisional application Ser. No. 61/674,343

Filed: July 22, 2012

Title: System and method for distributing pop-up/pop-over advertising and coordinating gift card purchases and redemption

Inventors: Larry Alan Bruce

Internal name: Showroom magnet brand management

US provisional application Ser. No. 62/027,912

Filed: July 23, 2014

Title: Process for connection leads and sellers

Inventors: Larry Bruce

Internal name: Same Automated Connection Engine

**TRADEMARK REGISTRATION**

US reg. no. 4,536,882

Mark: Consumer Upgrade Program

Reg. date: May 27, 2014

**TRADEMARKS**

Customer Upgrade Program

Online Drive

Showroom Magnet

MicrositesByU

**TRADENAMES**

Online Drive

Showroom Magnet

MicrositesByU

**DOMAIN NAMES**

[www.theonlinedrive.com](http://www.theonlinedrive.com)

[www.showroommagnet.com](http://www.showroommagnet.com)

[www.micrositesbyu.com](http://www.micrositesbyu.com)