

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354334

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Driven Systems LLC		07/31/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Drive N Style Franchisor SPV LLC		
Street Address:	440 Church Street		
Internal Address:	Suite 700		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	2326001	AUTOQUAL USA	
Registration Number:	2387709	DEALER MUST REMOVE PROTECTIVE COVER	
Registration Number:	2641638	DEALER MUST REMOVE PROTECTIVE COVER	
Registration Number:	2641639	DEALER MUST REMOVE PROTECTIVE COVER	
Registration Number:	3096649	WHEN FIRST IMPRESSIONS COUNT	
Registration Number:	3143288	DRIVE-N-STYLE	
Registration Number:	3143289	DRIVE-N-STYLE	
Registration Number:	3149736	CREATE YOUR OWN SPECIAL EDITION	
Registration Number:	3330574	AUTOQUAL	
Registration Number:	3347759	SEATPROS	
Registration Number:	3588917	AUTOQUAL	
Registration Number:	4261276	AUTOQUAL	
Registration Number:	4261278	DRIVE N STYLE	
Registration Number:	2331849	AUTOQUAL USA	
CORRESPONDENCE DATA			
Fax Number:	3026365454		

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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: 800-927-9801 x 62348
Email: jean.paterson@cscglobal.com
Correspondent Name: Corporation Service Company
Address Line 1: 1090 Vermont Avenue NW, Suite 430
Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	731016-15
NAME OF SUBMITTER:	Jean Paterson
SIGNATURE:	/jep/
DATE SIGNED:	09/08/2015

Total Attachments: 6

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NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS

This Notice of Grant of Back-up Security Interest in Trademarks (the "Notice"), is made and entered into as of July 31, 2015, by DRIVEN SYSTEMS LLC, a Delaware limited liability company located at 440 Church Street, Suite 700, Charlotte, NC 28202, Attention: General Counsel ("Grantor"), in favor of DRIVE N STYLE FRANCHISOR SPV LLC, a Delaware limited liability company located at 440 Church Street, Suite 700, Charlotte, NC 28202, Attention: General Counsel ("Secured Party") (collectively referred to as the "Parties").

WHEREAS, Grantor is the owner of the United States and Canadian trademarks and service marks, including the associated registrations and applications for registration, set forth on Schedule 1 attached hereto (collectively, the "Trademarks") and the goodwill connected with the use of or symbolized by such Trademarks; and

WHEREAS, pursuant to the Contribution Agreement between the Parties of even date herewith (the "Agreement"), Grantor granted a security interest in certain intellectual property defined in the Agreement as the Contributed IP, including the Trademarks and the goodwill connected with the use of or symbolized by the Trademarks and all products and proceeds of the foregoing, and the right to bring an action at law or in equity for any infringement, misappropriation, dilution or other violation thereof, and to collect all damages, settlements and proceeds relating thereto, and, to the extent not otherwise included, all proceeds of any guaranties, indemnities, insurance and other agreements or arrangements of whatever character from time to time purporting to secure or otherwise relate to the foregoing (collectively, the "Trademark Collateral"); and

WHEREAS, pursuant to Section 3.1(e) of the Agreement, Grantor agreed to execute and deliver to Secured Party this Notice for purposes of filing the same with the United States Patent and Trademark Office (the "PTO") with respect to the United States Trademarks and with the Canadian Intellectual Property Office ("CIPO") with respect to the Canadian Trademarks to confirm, evidence and perfect the security interest in the Trademark Collateral granted pursuant to the Agreement in the event a court of competent jurisdiction were to hold that the contribution of the Trademarks pursuant to the Agreement does not constitute a valid contribution or absolute transfer of the Trademarks as set forth in the Agreement, but instead constitutes a loan;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and subject to all applicable terms and conditions of the Agreement, which are incorporated by reference as if fully set forth herein, Grantor hereby grants a security interest in favor of the Secured Party in all of Grantor's right, title and interest in, to and under the Trademark Collateral now owned or hereafter acquired to secure such loan in the aggregate value of the Contribution Assets, *provided that* the grant of security interest hereunder shall not include any application for registration of a Trademark that would be invalidated, canceled, voided or abandoned due to the contribution, assignment and/or conveyance of the Trademarks hereunder, including intent-to-use applications filed with the PTO pursuant to 15 USC Section 1051(b) prior to the filing of a statement of use or amendment to allege use pursuant to 15 USC Section 1051(c) or (d), unless and until such time that the

contribution, assignment and/or conveyance of the Trademarks hereunder will not cause such Trademark to be invalidated, cancelled, voided or abandoned.

Capitalized terms used herein and not defined herein have the meanings set forth in the Agreement.

The Parties intend that this Notice is for recordation purposes only and its terms shall not modify and shall be subject to the applicable terms and conditions of the Agreement, which govern the Secured Party's contingent interest in the Trademark Collateral and which shall control in the event of any conflict. Grantor hereby acknowledges the sufficiency and completeness of this Notice to provide notice of the contingent security interest in the Trademark Collateral for the Secured Party, and Grantor hereby requests the PTO and CIPO to file and record the same together with the annexed Schedule 1.

Grantor and Secured Party hereby acknowledge and agree that the grant of security interest in, to and under the Trademark Collateral made hereby may be terminated only in accordance with the terms of the Agreement and shall terminate automatically upon the termination of the Agreement.

THIS NOTICE SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK (INCLUDING WITHOUT LIMITATION SECTIONS 5-1401 AND 5-1402 OF THE GENERAL OBLIGATIONS LAW OF THE STATE OF NEW YORK) WITHOUT REGARD TO ANY CHOICE OR CONFLICTS OF LAW PRINCIPLES THAT WOULD LEAD TO THE APPLICATION OF THE DOMESTIC SUBSTANTIVE LAWS OF ANY OTHER JURISDICTION, AND THE OBLIGATIONS, RIGHTS AND REMEDIES OF THE PARTIES HEREUNDER SHALL BE DETERMINED IN ACCORDANCE WITH SUCH LAWS OF THE STATE OF NEW YORK.

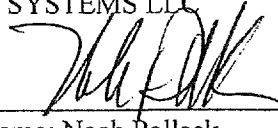
This Notice may be executed by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute a single agreement.

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IN WITNESS WHEREOF, the undersigned has caused this NOTICE OF GRANT OF BACK-UP SECURITY INTEREST IN TRADEMARKS to be duly executed and delivered as of the date first written above.

DRIVEN SYSTEMS LLC

By: _____


Name: Noah Pollack

Title: Executive Vice President and
Secretary




[Signature Page to Back-up Security Interest in Trademarks (Driven Systems to Drive N Style Franchisor)]

TRADEMARK
REEL: 005618 FRAME: 0620

**Schedule 1
Trademarks**

United States Trademarks

Mark	Jurisdiction	App. No.	App. Date	Reg. No.	Reg. Date	Status
AUTOQUAL USA	U.S. Federal	75622442	19-JAN-1999	2326001	07-MAR-2000	Registered
DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER	U.S. Federal	75811922	30-SEP-1999	2387709	19-SEP-2000	Registered
DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER	U.S. Federal	76020021	06-APR-2000	2641638	29-OCT-2002	Registered
DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER DEALER MUST REMOVE PROTECTIVE COVER	U.S. Federal	76020022	06-APR-2000	2641639	29-OCT-2002	Registered
WHEN FIRST IMPRESSIONS COUNT WHEN FIRST IMPRESSIONS COUNT	U.S. Federal	78452872	19-JUL-2004	3096649	23-MAY-2006	Registered
DRIVE-N-STYLE DRIVE-N-STYLE	U.S. Federal	78504356	22-OCT-2004	3143288	12-SEP-2006	Registered
DRIVE-N-STYLE DRIVE-N-STYLE	U.S. Federal	78504385	22-OCT-2004	3143289	12-SEP-2006	Registered

Mark	Jurisdiction	App. No.	App. Date	Reg. No.	Reg. Date	Status
CREATE YOUR OWN SPECIAL EDITION CREATE YOUR OWN SPECIAL EDITION	U.S. Federal	78504359	22-OCT-2004	3149736	26-SEP-2006	Registered
AUTOQUAL AUTOQUAL	U.S. Federal	78413633	05-MAY-2004	3330574	06-NOV-2007	Registered
SEATPROS SEATPROS	U.S. Federal	77137298	22-MAR-2007	3347759	04-DEC-2007	Registered
AUTOQUAL AUTOQUAL	U.S. Federal	78437015	17-JUN-2004	3588917	10-MAR-2009	Registered
AUTOQUAL 	U.S. Federal	85613476	01-MAY-2012	4261276	18-DEC-2012	Registered
DRIVE N STYLE 	U.S. Federal	85613484	01-MAY-2012	4261278	18-DEC-2012	Registered
AUTOQUAL USA 1-800- 940-9909 	U.S. Federal	75622441	19-JAN-1999	2331849	21-MAR-2000	Registered

Canadian Trademarks

Mark	Jurisdiction	App. No.	App. Date	Reg. No.	Reg. Date	Status
AERO COLOURS	Canada	1282874	01-DEC-2005	TMA754268	01-DEC-2009	Registered
AUTOQUAL	Canada	1347402	07-MAY-2007	TMA741040	28-MAY-2009	Registered