

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412112

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Keller Group, LLC		01/01/2017	Limited Liability Company: TENNESSEE
RECEIVING PARTY DATA			
Name:	SmartWay of Tennessee LLC		
Street Address:	8416 Kingston Pike		
City:	Knoxville		
State/Country:	TENNESSEE		
Postal Code:	37919		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4314720	SMARTWAY	
Registration Number:	4351614	EVERYTHING FOR HOME	
Registration Number:	4351615	PAY YOUR WAY	
Registration Number:	4798304	PROF SMARTY	
Registration Number:	5021127	SMART TIRE TIRES MADE AFFORDABLE - PAY Y	
CORRESPONDENCE DATA			
Fax Number:	8655234478		
<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:	8655464305		
Email:	cwilliams@Luedeka.com		
Correspondent Name:	Andrew S. Neely		
Address Line 1:	P.O. Box 1871		
Address Line 4:	Knoxville, TENNESSEE 37901		
ATTORNEY DOCKET NUMBER:	72413.00		
NAME OF SUBMITTER:	Andrew S. Neely		
SIGNATURE:	/AndrewSNeely/		
DATE SIGNED:	01/12/2017		

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Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT

WHEREAS, Keller Group, LLC, a limited liability company organized and existing under the laws of the state of Tennessee and having its principal place of business at 626 Simmons Road, Knoxville, TN 37932 ("Assignor") owns all right, title and interest in and to United States Trademark Registration Numbers 4,314,720, Registered April 2, 2013, 4,351,614, Registered June 11, 2013, 4,351,615 Registered June 11, 2013 and 4,798,304, Registered August 25, 2015 and the trademarks of the registration (the "Marks"); and

WHEREAS, SmartWay of Tennessee LLC, a limited liability company organized and existing under the laws of the state of Tennessee and having its principal place of business at 8416 Kingston Pike, Knoxville, TN 37919 ("Assignee"), desires to acquire all right, title and interest in and to the Marks, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to Registration Numbers 4,314,720, 4,351,614, 4,351,615 and 4,798,304 and the Marks together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

January 1, 2017
Date

Keller Group, LLC

By: Colman B Hoffman

Its: Vice President & General Counsel, Keller Group

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK ASSIGNMENT

WHEREAS, Keller Group, LLC, a limited liability company organized and existing under the laws of the state of Tennessee and having its principal place of business at 626 Simmons Road, Knoxville, TN 37932 ("Assignor") owns all right, title and interest in and to United States Trademark Registration Number 5,021,127, Registered August 16, 2016 and the trademark of the registration (the "Mark"); and

WHEREAS, SmartWay of Tennessee LLC, a limited liability company organized and existing under the laws of the state of Tennessee and having its principal place of business at 8416 Kingston Pike, Knoxville, TN 37919 ("Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to Registration Number 5,021,127 and the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

January 1, 2017
Date

Keller Group, LLC

By: Colna B. Hoffman

Its: Vice President & General Counsel, Secretary