

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430532

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Confie Seguros Holding Co. DBA Cost-U-Less Insurance Center		06/08/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Sacramento Auto Insurance Center, Inc.		
Street Address:	7711 Center Avenue, Suite 200		
City:	Huntington Beach		
State/Country:	CALIFORNIA		
Postal Code:	92647		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87172204	COST U LESS	
CORRESPONDENCE DATA			
Fax Number:	7142522634		
<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:	714-252-2634		
Email:	megan.stokesberry@confie.com		
Correspondent Name:	Megan Stokesberry		
Address Line 1:	7711 Center Avenue, Suite 200		
Address Line 4:	Huntington Beach, CALIFORNIA 92647		
NAME OF SUBMITTER:	Lindy M Herman		
SIGNATURE:	/lmh/		
DATE SIGNED:	06/08/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

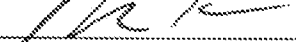
This trademark assignment (this "Assignment") is made and entered into as of June
8th, 2017 (the "Effective Date") by and between Confie Seguros Holding Co., a Delaware corporation, with a business address of 7711 Center Avenue, Suite 200, Huntington Beach, California, 92647 ("Assignor"), and Sacramento Auto Insurance Center, Inc., a California corporation with an address of 7711 Center Avenue, Suite 200, Huntington Beach, California, 92647 ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, U.S. Trademark Application Serial No. 87/172,204 (the "Assigned Trademark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and sets over to Assignee its entire right, title, and interest in and to the Assigned Trademark, together with the goodwill of the business symbolized in the Assigned Trademark, and all other corresponding rights that are or may be secured under the laws of the European Union and any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties, damages, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Assigned Trademark, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the Effective Date.

Assignor: Confie Seguros Holding Co.

By: 

Name: Michael Kaplan

Title: CFO