

900427542 11/06/2017

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM449799

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AFFINITY AUTO GROUP, LLC		10/24/2017	LLC: DELAWARE
RECEIVING PARTY DATA			
Name:	CROWN AUTOMOTIVE MANAGEMENT, INC.		
Street Address:	6001 34th STREET NORTH		
City:	SAINT PETERSBURG		
State/Country:	FLORIDA		
Postal Code:	33714		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4748286	A BETTER WAY TO BUY A CAR	
CORRESPONDENCE DATA			
Fax Number:	2399929328		
<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:	2399926578		
Email:	dmflammang@bmdpl.com		
Correspondent Name:	Donna M. Flammang, Esquire		
Address Line 1:	27200 Riverview Center Blvd., Suite 310		
Address Line 4:	Bonita Springs, FLORIDA 34134		
NAME OF SUBMITTER:	Donna M. Flammang		
SIGNATURE:	/Donna M. Flammang/		
DATE SIGNED:	11/06/2017		
Total Attachments: 3			
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OP \$40.00 4748286

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement"), is dated as of October 2017, by and between AFFINITY AUTO GROUP, LLC, a Delaware limited liability company ("Assignor"), having its principal business address at 10251 Vista Sorrento Parkway, Suite 300, San Diego, California 92121, and CROWN AUTOMOTIVE MANAGEMENT, INC., a Florida corporation ("Assignee"), having its principal business address at 6001 34th Street North, Saint Petersburg, Florida 33714. Each of the foregoing parties is referred to herein individually as a "Party" and together as the "Parties."

WITNESSETH:

WHEREAS, Assignor owns the entire right, title, and interest in and to all the trade name, trademark and service mark listed on Schedule I including, but not limited to, all design elements, and all common law rights listed on Schedule I hereto (the "Assigned Trademark"); and

WHEREAS, Assignor has agreed to assign and transfer all right, title and interest in the Assigned Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Assigned Trademark by virtue of their use or intended use in commerce, including the right to recover for damages and profits for past infringements and dilution, to Assignee.

NOW, THEREFORE, in consideration of the promises made in this Agreement and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, each Party hereby agrees as follows:

1. Assignment. Assignor hereby irrevocably sells, conveys, transfers, assigns and delivers to Assignee, its successors and assigns, free and clear of any and all liens, encumbrances or third party claims of any kind whatsoever, and Assignee hereby accepts from Assignor, all right, title and interest in and to the Assigned Trademark, and all goodwill associated with the Assigned Trademark and symbolized thereby, including any and all rights to recover for damages and profits for past infringements and dilution, to have and to hold forever for the sole and exclusive use and benefit of Assignee and Assignee hereby accepts such assignment.

2. Warranty. Assignor warrants, represents and covenants to Assignee, its successors and assigns, that Assignor is the sole owner of all rights in and to the Assigned Trademark and that it has not, and will not, at any time in the future, register, or attempt to register, either directly or indirectly, in any jurisdiction, a trademark registration in and to said Assigned Trademark or any mark substantially the same, similar to or likely to be confused with the Assigned Trademark. Assignor agrees that it has not reserved any rights to Assigned Trademark.

3. Cooperation. Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments and to perform any other reasonable acts the Assignee, its successors and assigns, may reasonably require in order to vest all of Assignor's rights, title and interest in and to the Assigned Trademark in the Assignee or its successors and assigns and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, its successors and assigns, to the extent such evidence is in the possession or control of Assignor. Assignor grants Assignee, its successors and assigns, an irrevocable power of attorney to execute any documentation necessary to vest all such rights in Assigned Trademark in Assignee, its successors and assigns.

4. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed to constitute an original, but all of which together shall constitute one and the same document.

5. Governing Law. This Agreement shall be construed and enforced in accordance with, and the rights of the parties shall be governed by, the laws of the State of Delaware, excluding any that direct a choice of law other than expressly chosen by the parties, regardless of the place of execution or the place of performance, to the extent not preempted by federal law. Resolution of any disputes under this Agreement shall only be held in the federal or state courts sitting in or for Hillsborough County, Florida and each party expressly and irrevocably consents to the jurisdiction of said courts.

6. Expenses of Enforcement. In any action to enforce a provision of this Agreement, the prevailing party shall be awarded and receive from the other party all reasonable costs and expenses, including, without limitation, reasonable attorney's fees and costs, incurred in connection with such action.

IN WITNESS WHEREOF, the Parties have executed this Agreement effective as of the date first written above.

Signed in the Presence of:

K. Weiss
Print Name: K. Weiss

Nancy Thomas
Print Name: Nancy Thomas

ASSIGNOR:

AFFINITY AUTO GROUP LLC

By: [Signature]
Name: Eric P. Campbell
Title: President

ASSIGNEE:

CROWN AUTOMOTIVE
MANAGEMENT, INC.

By: [Signature]
Name: Joseph K. Lamphere
Title: Vice President

SCHEDULE I
ASSIGNED TRADEMARK

Registered Trademark:

Country	Status	Registration No.	Mark:
US	Registered	4,748,286	A BETTER WAY TO BUY

4832-8486-3046, v. 2