

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452141

| | | | |
|---|--|--|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| CARITE, INC. | | 11/27/2017 | Corporation: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | CARITE CORPORATE, LLC | | |
| Street Address: | 14875 TELEGRAPH RD. | | |
| City: | REDFORD | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48239 | | |
| Entity Type: | Limited Liability Company: MICHIGAN | | |
| PROPERTY NUMBERS Total: 12 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5323788 | WHERE YES MEANS MORE. | |
| Registration Number: | 5011744 | BRITE FINANCIAL | |
| Registration Number: | 4997299 | | |
| Registration Number: | 4808548 | DRIVEN TO IMPRESS! | |
| Registration Number: | 4807240 | BRITE | |
| Registration Number: | 4807239 | BRITE | |
| Registration Number: | 4426082 | LEW'S AUTO PROTECTOR | |
| Registration Number: | 4426081 | LEW | |
| Registration Number: | 4511170 | QUALITY INSPECTED BY LEW LIFETIME ENGINE | |
| Registration Number: | 4238894 | | |
| Registration Number: | 4238893 | CARITE | |
| Registration Number: | 4238857 | CARITE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 8446706009 | | |
| <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: | 734-623-1698 | | |
| Email: | jblattner@dickinsonwright.com | | |
| Correspondent Name: | JOHN C. BLATTNER | | |
| Address Line 1: | 350 S. MAIN ST. | | |
| TRADEMARK | | | |

OP \$315.00 5323788

Address Line 2: SUITE 300
Address Line 4: ANN ARBOR, MICHIGAN 48104

ATTORNEY DOCKET NUMBER: 72364-33

NAME OF SUBMITTER: John C. Blattner

SIGNATURE: /John C. Blattner/

DATE SIGNED: 11/27/2017

Total Attachments: 3


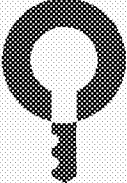

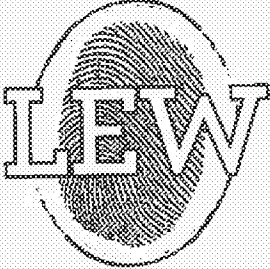
source=CARITE ASSIGNMENT#page1.tif




source=CARITE ASSIGNMENT#page2.tif

source=CARITE ASSIGNMENT#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, CARite Inc., a Michigan corporation ("Assignor"), has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated trademark applications/registrations for the Marks:

| Mark | Country | App./Reg. No. |
|---|---------|---------------|
| WHERE YES MEANS MORE. | USA | 5323788 |
|  | USA | 5011744 |
|  | USA | 4997299 |
| DRIVEN TO IMPRESS! | USA | 4808548 |
|  | USA | 4807240 |
| BRITE | USA | 4807239 |
| LEW'S AUTO PROTECTOR | USA | 4426082 |
|  | USA | 4426081 |

| | | |
|---|-----|---------|
|  | USA | 4511170 |
|  | USA | 4238894 |
|  | USA | 4238893 |
| CARITE | USA | 4238857 |

WHEREAS, CARite Corporate, LLC, a Michigan limited liability company ("Assignee"), with offices located at 14875 Telegraph Road Redford MICHIGAN 48239, desires to acquire all of Assignor's right, title and interest in and to the Marks and the applications/registrations therefor, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

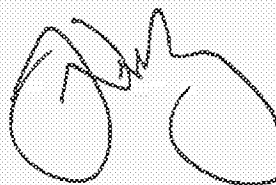
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of November 27, 2017, all of Assignor's right title and interest in the Marks and the registrations therefor, together with the goodwill of the business symbolized by the Marks.

AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.

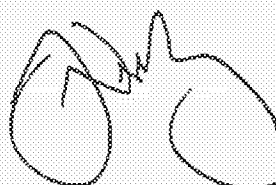
Executed on 11/27/2017

CARite, Inc.

A handwritten signature in black ink, consisting of two large, rounded loops connected by a central, slightly jagged vertical stroke.

By:
Name: John P. Neary
Title: CEO & President

CARite Corporate, LLC

A handwritten signature in black ink, identical to the one above, consisting of two large, rounded loops connected by a central, slightly jagged vertical stroke.

By:
Name: John P. Neary
Title: CEO & President