

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496591

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Car Holdings, LLC		10/26/2018	Limited Liability Company: OHIO
RECEIVING PARTY DATA			
Name:	Ford Global Technologies, LLC		
Street Address:	Fairlane Plaza South, Suite 800		
City:	Dearborn		
State/Country:	MICHIGAN		
Postal Code:	48126		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87376744	AV	
CORRESPONDENCE DATA			
Fax Number:	8019354936		
<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:	8019354935		
Email:	ahc@prwlawfirm.com		
Correspondent Name:	Phillips Ryther & Winchester		
Address Line 1:	124 South 600 East		
Address Line 4:	Salt Lake City, UTAH 84102		
NAME OF SUBMITTER:	Jared L. Cherry		
SIGNATURE:	/Jared L. Cherry/		
DATE SIGNED:	11/02/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT OF TRADEMARK AND/OR SERVICE MARK is made by Blue Car Holdings, LLC, an Ohio Limited Liability Company (“Assignor”), to Ford Global Technologies, LLC, a Delaware Limited Liability Company (“Assignee”).

RECITALS

WHEREAS, Assignor is the exclusive owner of all right, title, and interest in the trademark and associated federal trademark application set forth below (the “Mark”):

Mark	Serial No.	Filing Date
AV	87/376,744	March 19, 2017

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Mark in perpetuity;

ASSIGNMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of all of Assignor’s worldwide right, title, and interest in, to, and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States, and in any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made.

Assignor will, at the reasonable request of Assignee and without demanding any further consideration therefor, do all things necessary, proper, or advisable, including without limitation the execution, acknowledgment and recordation of specific assignments, oaths, declarations, and other documents on a country-by-country basis, assisting Assignee in obtaining, perfecting, sustaining, and/or enforcing the Mark and the Assignment contemplated hereby. If Assignee is

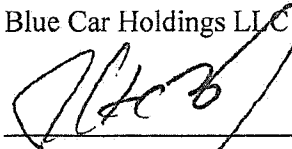
unable for any reason whatsoever to secure Assignor's signature to any document it is entitled to under this Assignment, Assignor hereby irrevocably designates and appoints Assignee and its duly authorized officers and agents, as their agents and attorneys-in-fact with full power of substitution to act for and on their behalf and instead of Assignor, to execute and file any such document or documents and to do all other lawfully permitted act to further the purposes of the foregoing with the same legal force and effect as if executed by Assignor.

The terms and conditions of this Assignment shall inure to the benefit of Assignee, its successors, assigns, and other legal representatives, and shall be binding upon Assignor, its successor, assigns, and other legal representatives. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Michigan without giving effect to the principles of conflicts of laws thereof.

DATED this 26 day of OCTOBER, 2018.

ASSIGNOR

Blue Car Holdings LLC



By: ROBERT BENDER

Title: MANAGING PARTNER