

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549491

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|---|--|------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 11/06/2013 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Confie Seguros Holding Co. | | 11/13/2019 | 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 | |
| Registration Number: | 4428545 | COST U LESS INSURANCE CENTER | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7145469035 | | |
| <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: | 714-641-5100 | | |
| Email: | lweiland@rutan.com | | |
| Correspondent Name: | RUTAN & TUCKER, LLP | | |
| Address Line 1: | 611 ANTON BLVD, SUITE 1400 | | |
| Address Line 4: | COSTA MESA, CALIFORNIA 92626 | | |
| NAME OF SUBMITTER: | Lindy M. Herman | | |
| SIGNATURE: | /Lindy M. Herman/ | | |
| DATE SIGNED: | 11/14/2019 | | |
| Total Attachments: 1 | | | |
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), having an effective date of November 6, 2013, is made by and between **Confie Seguros Holding Co.**, a Delaware Corporation, ("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 the mark listed below and all goodwill associated therewith (the "Assigned Trademarks");



Registration No. 4,428,545, registered November 5, 2013

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 Trademarks, together with the goodwill of the business symbolized in the Assigned Trademarks, and all other corresponding rights that are or may be secured under the laws of the United States 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 Trademarks, 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.

Assignor hereby authorizes and requests the Commissioner for Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the Assignee and owner of the Assigned Trademarks.

IN WITNESS WHEREOF:

Assignor: Confie Seguros Holding Co.

Carol Naumon
Name: Carol Naumon
EVP, General Counsel + Corporate Secretary
Date: 11/13/19
Position: _____