

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM656064

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Automobile Consumer Services, Inc.		06/24/2021	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	truPayments LLC		
Street Address:	6249 Stewart Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45227		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	5352326	ADAPTIVE AUTO RETAILING	
Registration Number:	5352327	ADAPTIVE DIGITAL RETAILING	
Registration Number:	5313683	ANYTIME. ANYWHERE. ANYWAY.	
Registration Number:	4630041	CARS BY PAYMENT	
Registration Number:	3662938	DRIVE IT NOW	
Registration Number:	5366321	FIND THE RIGHT CAR AT THE RIGHT PAYMENT	
Registration Number:	5419401	GRAIL	
Registration Number:	6003639	INSPIRE A PURCHASE	
Registration Number:	6059390	RIDE IT NOW	
Registration Number:	5979143	TRU SHOP-BY-PAYMENT	
Registration Number:	4534242	TRUPAYMENTS	
Serial Number:	88452228	CREDIT FIRST VS CREDIT LAST	
Serial Number:	90513042	DRIVE IT NOW	
CORRESPONDENCE DATA			
Fax Number:	5132414771		
<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:	(513) 352-6527		
Email:	dawn.schneider@thompsonhine.com		

OP \$340.00 5352326

Correspondent Name: Louis K. Ebling, Thompson Hine LLP
Address Line 1: 312 Walnut Street, Suite 2000
Address Line 4: Cincinnati, OHIO 45202

NAME OF SUBMITTER: Louis K. Ebling

SIGNATURE: /Louis K. Ebling/

DATE SIGNED: 06/25/2021

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into as of June 24, 2021, by and between Automobile Consumer Services, Inc., an Ohio corporation ("Assignor") and truPayments LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademarks identified on Schedule 1 hereto and the trademark applications and registrations therefor (the "Marks");

WHEREAS, Assignee wishes to acquire all rights that Assignor has in and to the Marks and the applications and registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells and assigns to Assignee all of Assignor's right, title, and interest in and to the Marks and the applications and registrations therefor, together with all common law rights associated therewith and the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof; provided that, with respect to the United States intent-to-use trademark applications set forth on Schedule 1 hereto, the transfer of such applications accompanies the transfer of Assignor's business, or that portion of Assignor's business to which the Marks pertain, and that business is ongoing and existing;

Assignor agrees to execute and deliver such other documents and to perform any other reasonable acts Assignee may request to effect the terms of this Assignment and its recordation in the United States and relevant foreign trademark offices.

This Assignment may not be amended except by a writing signed by both parties. The failure of either party to enforce any provision of this Assignment shall not waive any of its rights under such provision. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment may be executed in counterparts.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

Automobile Consumer Services, Inc.

By: 

Name: Tarry E. Shebesta


Title: President

Date: June 24, 2021

SCHEDULE 1

Mark	Country	App No	Filing Date	Reg No	Reg Date	Class/ Services	Due Date	Action
ADAPTIVE AUTO RETAILING	US	87/310,572	1/23/2017	5,352,326	12/5/2017	Cl. 42: Providing a web site featuring temporary use of non-downloadable software allowing web site users to search, research, purchase and sell motorized vehicles	12/5/2022	Affidavit of Use-5th year-Supplemental
ADAPTIVE DIGITAL RETAILING	US	87/310,592	1/23/2017	5,352,327	12/5/2017	Cl. 42: Providing a web site featuring temporary use of non-downloadable software allowing web site users to search, research, purchase and sell motorized vehicles	12/5/2022	Affidavit of Use-5th year-Supplemental
ANYTIME. ANYWHERE. ANYWAY.	US	87/310,601	1/23/2017	5,313,683	10/17/2017	Cl. 42: Providing a web site featuring temporary use of non-downloadable software allowing web site users to search, research, purchase and sell motorized vehicles	10/17/2022	Affidavit of Use-5th year
CARS BY PAYMENT	US	85/913,421	4/24/2013	4,630,041	10/28/2014	Cl. 35: Direct marketing and promotional support services, namely, providing custom generated lease payments for the purpose of advertising an asset on the internet, TV, radio or via print	10/28/2024	Renewal
CREDIT FIRST VS CREDIT LAST	US	88/452,228	5/30/2019			Cl. 35: Motorized vehicle purchase advisory and consulting services; motorized vehicle value advisory and price evaluation services in the nature of price comparison services Cl. 36: Providing custom generated motorized vehicle financing information; motorized vehicle lease financing advisory and consulting services; financial evaluation of motor vehicle leases; providing information via a global computer network in connection with financing of motorized vehicle purchases and leases; motorized vehicle value advisory and price evaluation services in the nature of appraisal of motorized vehicles for others	7/14/2021	Statement of Use -2nd ext.

						Cl. 42: Providing a website featuring temporary use of non-downloadable software allowing website users to search, research, purchase and sell motorized vehicles		
DRIVE IT NOW	US	90513042	2/5/2021			Cl. 35: automobile dealership services	8/5/2021	Status check
DRIVE IT NOW	Canada	1,570,937	3/28/2012	TMA898,685	3/12/2015	Cl. 35: Direct marketing and promotional support services for others, namely, providing custom generated financing information for the purpose...	3/12/2030	Renewal
DRIVE IT NOW	US	77/573,281	9/18/2008	3,662,938	8/4/2009	Cl. 35: Direct marketing and promotional support services, namely, providing custom generated financing information for the purpose of advertising an asset on the internet, TV, radio or via print	8/4/2029	Renewal
FIND THE RIGHT CAR AT THE RIGHT PAYMENT	US	87/333,774	2/13/2017	5,366,321	12/26/2017	Cl. 42: Providing a web site featuring temporary use of non-downloadable software allowing web site users to search, research, purchase and sell motorized vehicles	12/26/2022	Affidavit of Use-5th year
GRAIL	US	87/274,878	12/20/2016	5,419,401	3/6/2018	Cl. 35: motorized vehicle purchase advisory and consulting services; motorized vehicle value advisory and price evaluation services in the nature of price comparison services Cl. 36: motorized vehicle lease financing advisory and consulting services; motorized vehicle lease financing evaluation services; providing information via a global computer network in connection with financing of motorized vehicle purchases and leases; motorized vehicle value advisory and price evaluation services in the nature of appraisal services Cl. 42: providing a web site featuring temporary use of non-downloadable software allowing web	3/6/2023	Affidavit of Use-5th year

						site users to search, research, purchase and sell motorized vehicles		
INSPIRE A PURCHASE	US	88/224,835	12/11/2018	6,003,639	3/3/2020	Cl. 35: Direct marketing and promotional support services, namely, providing custom generated financing information for the purpose of advertising an asset on the internet, TV, radio or via print	3/3/2025	Affidavit of Use-5th year
RIDE IT NOW	US	88/033,850	7/11/2018	6059390	5/19/2020	Cl. 36: Providing custom generated motorized vehicle financing information	5/19/2025	Affidavit of Use-5th year
 Shop-by-It	US	88/153,298	10/12/2018	5,979,143	2/4/2020	Cl. 35: Direct marketing and promotional support services, namely, providing custom generated financing information for the purpose of advertising an asset on the internet, TV, radio or via print	2/4/2025	Affidavit of Use-5th year
TRUPAYMENTS	US	85/711,538	8/23/2012	4,534,242	5/20/2014	Cl. 35: Direct marketing and promotional support services, namely, providing custom generated financing information for the purpose of advertising an asset on the internet, TV, radio or via print	5/20/2024	Renewal