

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM671791

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900632549		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Service First Automotive LLC		07/27/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Caliber Holdings LLC		
<b>Street Address:</b>	2941 Lake Vista Drive		
<b>City:</b>	Lewisville		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75067		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5549386	SERVICE FIRST AUTOMOTIVE CENTERS	
<b>Registration Number:</b>	5549381	SERVICE FIRST AUTOMOTIVE CENTERS	
<b>Registration Number:</b>	5549382	SERVICE FIRST AUTOMOTIVE CENTERS	
<b>Registration Number:</b>	6020061	ENRICHING THE LIVES OF OTHERS!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5125364598		
<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>			
<b>Phone:</b>	6123212800		
<b>Email:</b>	aoipdocket@nortonrosefulbright.com		
<b>Correspondent Name:</b>	Felicia Boyd		
<b>Address Line 1:</b>	60 South Sixth Street, Suite 3100		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>NAME OF SUBMITTER:</b>	Stephanie Schmidt		
<b>SIGNATURE:</b>	/Stephanie Schmidt/		
<b>DATE SIGNED:</b>	09/01/2021		
<b>Total Attachments: 6</b>			
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## **TRADEMARK ASSIGNMENT**

WHEREAS, Service First Automotive LLC, a Delaware limited liability company with offices at 401 E. Corporate Drive, Suite 150, Lewisville, Texas 75057 (“Assignor”), is the owner of the trademarks and trademark registrations set forth in Schedule A (the “Marks”); and

WHEREAS, Caliber Holdings LLC, a Delaware limited liability company with offices at 2941 Lake Vista Drive, Lewisville, Texas 75067 (“Assignee”), desires to acquire any and all rights and goodwill associated with the Marks;


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, releases and assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, with any state or common law rights in the Marks, the right of priority, any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the Marks, and all claims and causes of action for damages by reason of past infringement of the Marks, with the right to sue for and collect the same for its own use and on behalf of its successors, assigns and other legal representatives.

[Signature page follows.]

**Assigned by:**

SERVICE FIRST AUTOMOTIVE LLC

Dated: 7-27-21

By: 

Name: Gregory M. Nichols  
Chief Administrative Officer

Title: \_\_\_\_\_

**Agreed to and Accepted by:**

CALIBER HOLDINGS LLC



Dated: 7-27-21

By: 

Name: Gregory M. Nichols  
Chief Administrative Officer

Title: \_\_\_\_\_

**Schedule A**

U.S. Reg. No.	Trademark	Goods/Services
5,549,386	SERVICE FIRST AUTOMOTIVE CENTERS	37 - Automobile repair and maintenance; automotive oil change services; automotive air conditioning apparatus repair; automotive maintenance services, namely, wheel alignment services; diesel engine repair; vehicle brake repair services; vehicle battery repair and replacement services; car washing. 42 - Motor vehicle inspections; environmental automobile emission testing and inspection services.
5,549,381	 <p><b>SERVICE FIRST</b> AUTOMOTIVE CENTERS</p>	37 - Automobile repair and maintenance; automotive oil change services; automotive air conditioning apparatus repair; automotive maintenance services, namely, wheel alignment services; diesel engine repair; vehicle brake repair services; vehicle battery repair and replacement services; car washing. 42 - Motor vehicle inspections; environmental automobile emission testing and inspection services.
5,549,382	 <p><b>SERVICE FIRST</b> AUTOMOTIVE CENTERS</p>	37 - Automobile repair and maintenance; automotive oil change services; automotive air conditioning apparatus repair; automotive maintenance services, namely, wheel alignment services; diesel engine repair; vehicle brake repair services; vehicle battery repair and replacement services; car washing. 42 - Motor vehicle inspections; environmental automobile emission testing and inspection services.
6,020,061	ENRICHING THE LIVES OF OTHERS!	37 - Automobile repair and maintenance; automotive oil change services; automotive air conditioning apparatus repair; automotive maintenance services, namely, wheel alignment services; diesel engine repair; vehicle brake repair services; vehicle battery repair and replacement services; car washing. 42 - Motor vehicle inspections; environmental automobile emission testing and inspection services.