

09-08-1999



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**Submission Type** 9-1-99

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**Conveyance Type**

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger

Change of Name

Other

Effective Date  
Month Day Year

**Conveying Party**  Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

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Other

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01 FC:481 40.00 DP  
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**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

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**Number of Properties**

Enter the total number of properties involved.

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**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

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Method of Payment:

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Deposit Account

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Peter M. Faenay

Peter M. Faenay

8/19/99

Name of Person Signing

Signature

Date Signed

**ASSIGNMENT OF TRADEMARK AND REGISTRATION**

STATE OF MICHIGAN        )  
  ) ss.  
COUNTY OF OAKLAND     )

WHEREAS, First Mercury Financial Corporation, a Delaware corporation, of 29621 Northwestern Highway, Southfield, Michigan 48034, is the assignee of applications for registration of Servicemarks in the United States Patent Office for the Servicemarks "The Direct Way" (Serial No. 75/313, 422); "Auto Insurance the Direct Way" (Serial No. 75/313,420); and "The Direct Way to Save on Car Insurance" (Serial No. 75/313,421); and

WHEREAS, Quantum Direct Financial Corporation, a Delaware corporation, of 29621 Northwestern Highway, Southfield, Michigan 48034, has acquired said Servicemarks and the applications for registration thereof from First Mercury Financial Corporation;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, First Mercury Financial Corporation does hereby assign to Quantum Direct Financial Corporation, all rights, title and interest in and to the said Servicemarks, together with the applications for registration thereof described above, effective August 1, 1999.

FIRST MERCURY FINANCIAL CORPORATION

By: Peter McFeeney  
Its: Vice President

Subscribed and sworn to before me this 20<sup>th</sup> day of August, 1999.

J. Marc Feeney Notary Public  
Oakland County, Michigan  
My Commission Expires: \_\_\_\_\_

**J. MARC FEENEY, NOTARY PUBLIC  
WASHTENAW COUNTY, MICHIGAN  
(ACTING IN OAKLAND COUNTY, MICHIGAN)  
MY COMMISSION EXPIRES: JUNE 23, 2001**