

04-25-2000



MAR 27 PM 2:12

101334060

ARD  
3,27.00

OPR/FINANCE

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)  
Document ID #

Correction of PTO Error  
Reel #  Frame #

Corrective Document  
Reel #  Frame #

Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

04/24/2000 TTON11 00000390 75721213

FOR OFFICE USE ONLY

01 FC:481  
02 FC:482

40.00 OP  
25.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 002058 FRAME: 0900

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments. #

**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)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Name of Person Signing

  
Signature

Date Signed

ASSIGNMENT OF TRADEMARK

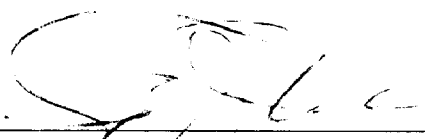
1. Tristar Insurance Services (hereinafter referred to as "Tristar"), a California corporation, whose address is 6133 Bristol Parkway, Ste. 300, Culver City, CA 90230, is the owner of the trademarks and the trademark applications for TRIBAL FIRST, Serial No. 75/721293 and TRIBAL 1<sup>st</sup>, Serial No. 75/722312.

2. Tristar desires to assign, convey and transfer all of its right, title and interest in and to the trademarks, TRIBAL FIRST and TRIBAL 1<sup>st</sup>, and the applications thereon and identified above, to Affinity Insurance Services, LLC (hereinafter referred to as "Affinity"), a California Corporation whose address is 3635 Ruffin Road, Suite 200, San Diego, CA 92123.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Tristar hereby assigns, conveys and transfers to Affinity all of its right, title and interest in and to the trademarks and the trademark applications for TRIBAL FIRST, Serial No. 75/721293 and TRIBAL 1<sup>st</sup>, Serial No. 75/722312, together with the goodwill of the trademark symbolized by the trademarks.

Executed this 15<sup>th</sup> day of March, 2000.

TRISTAR INSURANCE SERVICES

By:   
Thomas Veale  
Its: President &  
Chief Executive Officer