

09-25-2000



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ASSIGNMENTS ONLY

To Commissioner of Patents and Trademarks  
Box ASSIGNMENTS  
Washington, D.C. 20231

Sir:

Please record the attached original document or copy thereof.

1. Name of Conveying Party(ies):  
Ugly Duck, Inc.,  
a Wisconsin corporation
2. Name and address of Receiving Party:  
Ugly Duckling Car Sales and Finance Corporation,  
an Arizona Corporation  
2525 E. Camelback Road, Suite 500  
Phoenix, Arizona 85016
3. Nature of conveyance:  
Assignment  
Effective Date: May 31, 2000
4. Registration number against which the assignment is to be recorded:  
A. Registration No.: 1,886,419  
Registration Date: March 28, 1995  
Mark: THE UGLY DUCK and Design
5. Name and address of party to whom correspondence concerning document should be mailed:  
Charles E. Cates  
Registration No. 25,838  
Cates & Holloway  
6340 East Thomas Road, Suite 228  
Scottsdale, Arizona 25251  
Tel: (602) 248-0982
6. Total number of registrations involved: 1  
Total Fee: (37 CFR 3.41) \$40.00  
 Check Enclosed  
 Authorized to be charged to Deposit Account No. 03-1133, Charles E. Cates.

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40.00 DP

Any deficiency may be charged, or overpayment credited, to Deposit Account No. 03-1133, Charles E. Cates.

7. The date the assignment was executed: May 31, 2000.

8. The assignee is domiciled in the United States.

9. 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.

Respectfully submitted,

CATES & HOLLOWAY

By Charles E. Cates

Charles E. Cates  
Registration No. 25,838  
6340 E. Thomas Road  
Suite 228  
Scottsdale, Arizona 85251  
(602)248-0982

Dated this 29 day of August, 2000.

**ASSIGNMENT**

WHEREAS, UGLY DUCK, INC., a corporation organized and existing under the laws of Wisconsin located at 330 South Sixth Street La Crosse, Wisconsin (hereinafter "ASSIGNOR"), has adopted and used in its business the trademark THE UGLY DUCK and Design which is duly registered in the United States Patent and Trademark Office as Registration No. 1,886,419, registered March 28, 1995; and

WHEREAS, Ugly Duckling Car Sales and Finance Corporation, a corporation organized and existing under the laws of Arizona, having a place of business at 2525 E. Camelback Road, Suite 500, Phoenix, Arizona 85016 (hereinafter "ASSIGNEE"), is desirous of acquiring the aforesaid trademark THE UGLY DUCK and Design, together with goodwill of the business symbolized by the trademark and the aforesaid registration therefor.

NOW, THEREFORE, in consideration of the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all rights, title and interest in and to the aforesaid trademark THE UGLY DUCK and Design together with the goodwill of the business symbolized by the trademark and the aforesaid Registration No. 1,886,419.

Ugly Duck, Inc.

By Ray C. Pino

Name Ray C. Pino

Title Vice Pres. / TREAS.

Date 5-31-00