

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Richlund & Associates, Inc.		10/10/2006	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Popular Leasing USA, Inc.		
<b>Street Address:</b>	15933 Clayton Road		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Ballwin		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63011		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2356387	E-LEASE	
Registration Number:	2431452	E-LEASE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)660-0510		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4076608575		
<b>Email:</b>	info@holihanlaw.com		
<b>Correspondent Name:</b>	Michael W. O. Holihan		
<b>Address Line 1:</b>	1101 North Lake Destiny Road Suite 350		
<b>Address Line 2:</b>	Suite 350		
<b>Address Line 4:</b>	Maitland, FLORIDA 32751		
<b>ATTORNEY DOCKET NUMBER:</b>	2920		
<b>NAME OF SUBMITTER:</b>	Michael W. O. Holihan		

OP \$65.00 2356387

Signature:

/Michael W. O. Holihan/

Date:

10/24/2006

Total Attachments: 3

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## ASSIGNMENT OF U.S. TRADEMARK

This Assignment is made on this 10<sup>th</sup> day of OCTOBER, 2006, by Richlund & Associates, Inc., a corporation duly organized and existing under the laws of Missouri, having a place of business at 2050 Bluestone Avenue, St. Charles, Missouri 63303 (hereinafter "Assignor"), in favor of Popular Leasing USA, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at 15933 Clayton Road, Suite 200, Ballwin, Missouri 63011 (hereinafter "Assignee").

**WHEREAS**, Assignor owns all right, title, and interest in and to the U.S. Trademark Serial No. 75662934 (Reg. No. 2356387) for the mark "E-Lease" (the "Mark"), as well as all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark; and

### **E-Lease**


**WHEREAS**, Assignee wishes to acquire from Assignor all right, title and interest in and to the Mark, including all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark, and all other rights pertaining to ownership of the Mark, including the right to recover for past infringement thereof.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee the entire right, title, interest in and to the Mark, including all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark, as well as all other rights pertaining to ownership of the Mark, including the right to recover for past infringement thereof, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

The undersigned individual represents and warrants that he has the full authority to act on behalf of and bind Assignor, and the United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

Signed this 10<sup>th</sup> day of OCTOBER, 2006.

**Richlund & Associates, Inc.**

By:   
Name: Stephen M. Lundegaard  
Title: Vice President

## ASSIGNMENT OF U.S. TRADEMARK

This Assignment is made on this \_\_\_\_ day of \_\_\_\_\_, 2006, by Richlund & Associates, Inc., a corporation duly organized and existing under the laws of Missouri, having a place of business at 2050 Bluestone Avenue, St. Charles, Missouri 63303 (hereinafter "Assignor"), in favor of Popular Leasing USA, Inc., a corporation duly organized and existing under the laws of Delaware, having a place of business at 15933 Clayton Road, Suite 200, Ballwin, Missouri 63011 (hereinafter "Assignee").

**WHEREAS**, Assignor owns all right, title, and interest in and to the U.S. Trademark Serial No. 75923258 (Reg. No. 2431452) for the mark "E-Lease" and design (the "Mark"), as well as all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark; and



**e-lease**

**WHEREAS**, Assignee wishes to acquire from Assignor all right, title and interest in and to the Mark, including all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark, and all other rights pertaining to ownership of the Mark, including the right to recover for past infringement thereof.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee the entire right, title, interest in and to the Mark, including all applications, registrations, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Mark, as well as all other rights pertaining to ownership of the Mark, including the right to recover for past infringement thereof, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

**TRADEMARK**

**REEL : 003414 FRAME: 0361**

The undersigned individual represents and warrants that he has the full authority to act on behalf of and bind Assignor, and the United States Patent and Trademark Office is hereby authorized to deliver to Assignee, its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.

Signed this 10<sup>th</sup> day of OCTOBER, 2006.

**Richlund & Associates, Inc.**

By: 

Name: Stephen M. Lundergan

Title: Vice President