

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hooked On Driving, LLC		08/01/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Performance Driving Programs, Inc.		
Street Address:	2347 Saddleback Drive		
City:	Danville		
State/Country:	CALIFORNIA		
Postal Code:	94506		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77235328	HOOKED ON DRIVING	
CORRESPONDENCE DATA			
Fax Number:	(415)339-8555		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-339-8550		
Email:	thomascooklaw@pacbell.net		
Correspondent Name:	Thomas W. Cook		
Address Line 1:	3030 Bridgeway		
Address Line 2:	Suite 425		
Address Line 4:	Sausalito, CALIFORNIA 94965		
ATTORNEY DOCKET NUMBER:	PERF-1/HOOKED ON		
NAME OF SUBMITTER:	Thomas W. Cook		
Signature:	/Thomas W. Cook/		

OP \$40.00 77235328

Date:

01/28/2008

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT

WHEREAS Hooked on Driving, LLC ("LLC"), a limited liability company organized in the state of California, whose address is 2347 Saddleback Drive, Danville, California 94506, has, in connection with its business, applied to register its trademark:

HOOKED ON DRIVING

Serial No. 77235328

(the "Mark") with the United States Patent and Trademark Office under the name Hooked on Driving, LLC, and has continuously used and intended to use the Mark in commerce on or in connection with goods identified in application number **77235328**;

WHEREAS Performance Driving Programs, Inc. ("Performance"), a corporation organized in the State of California, whose registered address is 2347 Saddleback Drive, Danville, California 94506, is desirous of acquiring all of the business of LLC symbolized by the Mark as its assigned successor in such business, and is desirous of acquiring the Mark and the federal application and registration thereof in conjunction with the acquisition of such business, and use the Mark in commerce on or in connection with the goods identified in application number **77235328**;

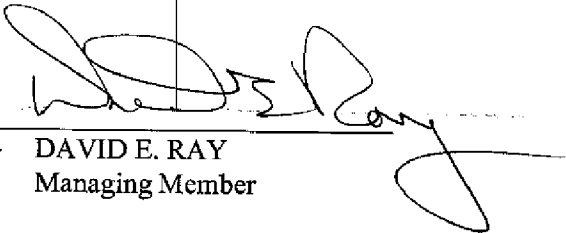
NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, LLC does, in connection with the transfer of its entire ongoing and existing business to which the Mark pertains, consistent with the intent of these parties, hereby assign unto said Performance all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the above-identified application therefor.

I, David E. Ray, do hereby execute this assignment document on the date set forth below.

HOOKED ON DRIVING, LLC

Date: August 1, 2007

By:



DAVID E. RAY
Managing Member