

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
Auto Pride Network, LLC		03/12/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	American Honda Motor Co., Inc.		
Street Address:	1919 Torrance Boulevard		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1528737	MAINTENANCE-MINDER	
Registration Number:	1530099	MAINTENANCE-MINDER	
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 641-2324		
Email:	tmdocny@fr.com		
Correspondent Name:	Erin Hickey		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	10691-0457001		
NAME OF SUBMITTER:	Erin M. Hickey		
Signature:	/Erin M. Hickey/		

CH \$65.00 1528737

Date:

04/23/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS

WHEREAS, **Auto PrideNetwork, LLC**, a limited liability company organized and existing under the laws of the State of Delaware, having its business address at 3085 Fountainside Drive, Suite 120, Germantown, TN 3818 ("Auto Pride") has acquired and owns the word service mark MAINTENANCE-MINDER for "creating and maintaining customer files for automobile maintenance, scanning the files periodically, corresponding with customers concerning service needed on their automobiles and providing reports concerning automobile maintenance" which is registered on the principal register in the United States Patent and Trademark Office in International class 27, Registration No. 1,528,737, and also has acquired and owns the design service mark MAINTENANCE-MINDER for "creating and maintaining customer files for automobile maintenance, scanning the files periodically, corresponding with customers concerning service needed on their automobiles and providing reports concerning automobile maintenance" which is registered on the principal register in the United States Patent and Trademark Office in International class 37, Registration No. 1,530.099;

WHEREAS, **American Honda Motor Co., Inc.**, a corporation organized and existing under the laws of the State of California, having its business address at 1919 Torrance Boulevard, Torrance, CA 90501 ("Honda") is desirous of acquiring all right, title and interest in and to the aforesaid trademarks and the registrations thereof;

NOW, THEREFORE, as of this ^{12th} day of ^{March} ~~February~~, 2010, for good and sufficient consideration, receipt of which is hereby acknowledged, Assignor AUTO PRIDE hereby assigns, grants, transfers and otherwise conveys to Assignee HONDA, its successors and assigns, its entire right, title and interest in and to the above-identified trademarks, the registrations thereof, the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

AUTO PRIDE NETWORK, LLC

By: Michael Lambert
Name: Michael Lambert
Title: President

AMERICAN HONDA MOTOR CO., INC.

By: Catherine McEvilly
Name: Catherine McEvilly
Title: NAT GC + VP