

## 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                           |
| Lifeboat Solutions, LLC   |   | 09/25/2012     | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA      |   |                |                                       |
| Name:                     | Lifeboat Events, LLC  |                |                                       |
| Street Address:           | 27971 Loretha Lane  |                |                                       |
| City:                     | Laguna Niguel   |                |                                       |
| State/Country:            | CALIFORNIA  |                |                                       |
| Postal Code:              | 92677   |                |                                       |
| Entity Type:              | LIMITED LIABILITY COMPANY: CALIFORNIA   |                |                                       |
| PROPERTY NUMBERS Total: 2 |   |                |                                       |
| Property Type             | Number  | Word Mark      |                                       |
| Registration Number:      | 3858181   | DEALERCAMP     |                                       |
| Registration Number:      | 3819249   | PRESSCAMP      |                                       |
| CORRESPONDENCE DATA       |   |                |                                       |
| Fax Number:               | 6175572939  |                |                                       |
|                           | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                |                                       |
| Phone:                    | 617-557-3030  |                |                                       |
| Email:                    | kkramer@bmklegal.com  |                |                                       |
| Correspondent Name:       | Kimberly A. Kramer, Esq.  |                |                                       |
| Address Line 1:           | 44 School St., 9th Floor  |                |                                       |
| Address Line 2:           | Berluti, McLaughlin & Kutchin LLP   |                |                                       |
| Address Line 4:           | Boston, MASSACHUSETTS 02108   |                |                                       |
| NAME OF SUBMITTER:        | Kimberly A. Kramer  |                |                                       |
| Signature:                | /Kimberly A. Kramer/  |                |                                       |

OP \$65.00 3858181

Date:

10/24/2012

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of September 25 2012 from Lifeboat Solutions, LLC, a California limited liability company with a principal address of 27971 Loretha Lane, Laguna Niguel, California 92677 ("Assignor") to Lifeboat Events, LLC, a California limited liability company with a primary residence of 27971 Loretha Lane, Laguna Niguel, California 92677 ("Assignee")

Assignor is the owner of the trademarks described on Exhibit A (the "Marks"), attached hereto and incorporated by reference herein, together with the goodwill symbolized thereby in connection with the goods and/or services on which the Marks are used (the "Products").

Assignors desires to convey, transfer, assign, deliver and contribute to Assignee all of its right, title and interest in and to the Marks.

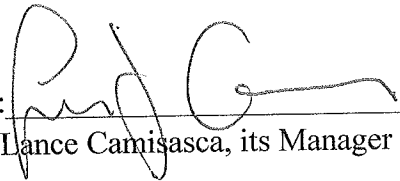
NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title and interest of whatever kind in and to the Marks together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringement and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks. Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title and interest in the Marks.

\* \* \*

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

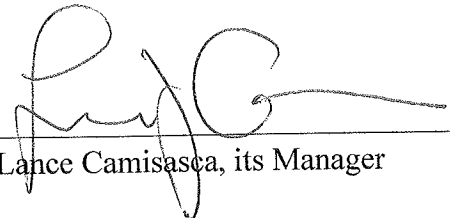
ASSIGNOR:

LIFEBOAT SOLUTIONS, LLC

By:   
Lance Camisasca, its Manager

ASSIGNEE:

LIFEBOAT EVENTS, LLC

  
Lance Camisasca, its Manager

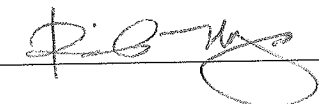
ACKNOWLEDGMENT

State of California  
Orange County

On 9/25/2010 before me, Ricardo Magno, Notary Public, personally appeared Lance Camisasca, as Manager of Lifeboat Solutions, LLC and Lifeboat Events, LLC, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same individually and in his authorized capacity, and that by his signature on the instrument the person and the entity upon behalf which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

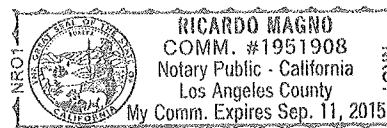


EXHIBIT A  
The Marks

1. DEALERCAMP

US Registration No. 3858181

2. PRESSCAMP

US Registration No. 3819249

CTM Registration No. 008700247