

## 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
Irish Mike's LLC		06/25/2013	LIMITED LIABILITY COMPANY: TENNESSEE
RECEIVING PARTY DATA			
Name:	Reflexion Automotive Products, LLC		
Street Address:	2949 Norbrook Drive		
City:	Memphis		
State/Country:	TENNESSEE		
Postal Code:	38116		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85572543	DIAMOND STANDARD AUTO PARTS	
Registration Number:	4229883	DIAMOND STANDARD	
Registration Number:	3540911	DIAMOND STANDARD	
Registration Number:	2432617	R REFLEXXION	
CORRESPONDENCE DATA			
Fax Number:	7038367419		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	Holly.Ford@bipc.com		
Correspondent Name:	Holly M. Ford		
Address Line 1:	P.O. Box 1404		
Address Line 4:	Alexandria, VIRGINIA 22313-1404		
ATTORNEY DOCKET NUMBER:	0078365-000007/8/9/10		
NAME OF SUBMITTER:	Holly M. Ford		

OP \$115.00 85572543

Signature:	/Holly M. Ford/
Date:	06/25/2013
Total Attachments: 3 source=executed assign#page1.tif source=executed assign#page2.tif source=executed assign#page3.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is entered on the execution date, between Irish Mike's LLC, a limited liability company organized under the laws of Tennessee, having a place of business at 8447 Windolyn Circle North Bartlett Tennessee 38133 (hereinafter "*Assignor*") and Reflexxion Automotive Products, LLC, a limited liability company organized under the laws of Tennessee, having a place of business at 2949 Norbrook Drive, Memphis Tennessee 38116 (hereinafter "*Assignee*").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. trademark registrations/applications listed in the attached Schedule A (the "Marks").

WHEREAS, Assignor and Assignee are desire to enter into this Assignment;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers (a) the Marks, including, without limitation, trademarks, and/or service marks, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks/service marks pertain; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademarks and registrations thereto, in each case in all countries throughout the world; and (3) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "*Assigned Intellectual Property*").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in the United States of America, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in their entirety. With respect to applications filed in the United States Patent and Trademark Office ("USPTO") on the basis of the applicant's intent to use such marks in commerce, as to which evidence of such use has not yet been filed in the USPTO, such marks are being assigned to the successor to the business of the applicant or portion thereof to which such marks pertain, which business is ongoing and existing. Assignor hereby authorizes and requests any official of the United States of America whose duty it is to issue registrations thereon to issue same to Assignee, its successors and assigns, in accordance with the terms of this Assignment.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.


4. Assignor further covenants and agrees to cooperate with and reasonably assist Assignee in obtaining, enforcing and defending Assignee's rights in the Assigned Intellectual Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or another agency or authority, it being understood that any expense incident to such assistance shall be borne by the Assignee, its successors and assigns.

5. All assignments to be executed and return to the attention of:

Holly M. Ford, Esq.  
Buchanan Ingersoll & Rooney, PC  
1737 King Street  
Suite 500  
Alexandria, VA 22314  
Telephone: 703-836-6620  
Facsimile: 703-836-2021  
Email: Holly.Ford@bipc.com

IN WITNESS WHEREOF, the said Assignor has executed this Assignment.

Assignor: Irish Mike's LLC

By:   
Name: MICHAEL O'NEAL  
Title: PRESIDENT  
Date: 6/25/2013

U.S. FEDERAL TRADEMARK REGISTRATIONS APPLICATIONSCHEDULE A

App. No/ Reg. No.	Mark	Goods/Services	Status
85572543/	DIAMOND STANDARD AUTO PARTS	STRUCTURAL PARTS FOR AUTOMOBILES in Class 12	Pending
85572454/ 4229883	DIAMOND STANDARD & Design	STRUCTURAL PARTS FOR AUTOMOBILES in Class 12	Registered
77109358/ 3540911	DIAMOND STANDARD & Design (IN COLOR)	STRUCTURAL PARTS FOR AUTOMOBILES; AUTOMOBILE PARTS, NAMELY, BUMPERS, BUMPER ASSEMBLIES, NAMELY, STEEL REAR TRUCK BUMPERS USED FOR REAR END TRUCK BED PROTECTION AND A HITCH BALL AREA FOR TOWING; REINFORCEMENT BARS, NAMELY, STEEL OR ALUMINUM ROLL FORMED INTO A CHANNEL PROVIDING FRONT END PROTECTION FOR AUTOS; ENERGY ABSORBERS, NAMELY, HIGH DENSITY FOAM MOLDED PRODUCT SPACED BETWEEN THE BUMPER FASCIA/COVER AND THE REINFORCEMENT BAR; HOODS, AND BUMPER BRACKETS, NAMELY, STEEL MOUNTING ARMS BETWEEN THE FRAME OF THE VEHICLE AND THE FRONT BUMPER OR REINFORCEMENT BAR USED FOR ATTACHING SAME in Class 12	Registered
75537744/ 2432617	R REFLEXXION & Design	LAND VEHICLE PARTS, NAMELY, FRONT AND REAR BUMPERS, HOODS, AND LAND VEHICLE ACCESSORIES, NAMELY, FITTED TRUCK TONNEAU COVERS, METAL BODY SIDE MOLDING in Class 12	Registered

TRADEMARK