

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314552

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hendricks Investment Holdings, LLC		08/11/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Driven Experiences, LLC		
Street Address:	8484 Georgia Avenue		
Internal Address:	Suite 700		
City:	Silver Spring		
State/Country:	MARYLAND		
Postal Code:	20910		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	85862994	DRIVEN	
Serial Number:	85863078	DRIVEN	
Serial Number:	85543126	DRIVEN CLUB	
Serial Number:	85878878	DRIVEN RENTALS	
Registration Number:	4539479	DRIVEN	
Registration Number:	4534838	DRIVEN CLUB	
Registration Number:	4539318	DRIVEN EXPERIENCES	
Registration Number:	4365452	DRIVEN EXPERIENCES	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2028576000		
Email:	Judy.Yolles@arentfox.com		
Correspondent Name:	Linda T. Makings, Arent Fox LLP		
Address Line 1:	1717 K Street, NW		
Address Line 4:	Washington, D.C. 20036-5342		
ATTORNEY DOCKET NUMBER:	026155		

OP \$215.00 85862994

NAME OF SUBMITTER:	Linda T. Makings
SIGNATURE:	/Linda T. Makings/
DATE SIGNED:	08/19/2014
Total Attachments: 2 source=Signed assignment HIH to Driven#page1.tif source=Signed assignment HIH to Driven#page2.tif	

ASSIGNMENT

WHEREAS, Hendricks Investment Holdings, LLC, a Delaware limited liability company, having an address of 8484 Georgia Avenue, Suite 700, Silver Spring, Maryland 20910 ("Assignor"), is the owner of all right, title, and interest in, under, and to the U.S. trademark applications and registrations listed in the attached Schedule A (the "Trademarks");

WHEREAS, Driven Experiences, LLC, a Delaware limited liability company, having an address of 8484 Georgia Avenue, Suite 700, Silver Spring, Maryland 20910 ("Assignee"), desires to acquire all right, title, and interest in and to the Trademarks;

WHEREAS, the parties desire to transfer all right, title, and interest in and to the Trademarks, and the goodwill symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and sets over to Assignee, all right, title, and interest in and to the Trademarks, together with the goodwill of the business inherent therein and the right to bring suit and recover damages for past infringement thereof, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

HENDRICKS INVESTMENT HOLDINGS, LLC

By: Tia Cudaby
Name: Tia Cudaby
Title: COO
Date: 8.11.14

SCHEDULE A

Mark	Registration No./ Application No.
DRIVEN	85/862994
DRIVEN	4539479
DRIVEN & Design	85/863078
DRIVEN CLUB	4534838
DRIVEN CLUB	85/543126
DRIVEN EXPERIENCES	4539318
DRIVEN EXPERIENCES	4365452
DRIVEN RENTALS	85/878878