

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM340629

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DriveTime Sales and Finance Company, LLC		05/07/2015	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	DriveTime Car Sales Company, LLC		
Street Address:	4020 E. Indian School Road		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85018		
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4589982	DRIVER'S SEAT	
Registration Number:	4633419	DRIVETIME DRIVER'S SEAT	
Registration Number:	4582649	LEASETIME	
Registration Number:	4589603	LEASETIME	
Registration Number:	4462732	LEASETIME	
CORRESPONDENCE DATA			
Fax Number:			
<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:	602-382-6000		
Email:	krigby@swlaw.com		
Correspondent Name:	Snell & Wilmer L.L.P.		
Address Line 1:	400 East Van Buren		
Address Line 2:	One Arizona Center		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	38764.00058		
NAME OF SUBMITTER:	Howard Sobelman		
SIGNATURE:	/Howard Sobelman/		
DATE SIGNED:	05/07/2015		

CH \$140.00 4589982

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

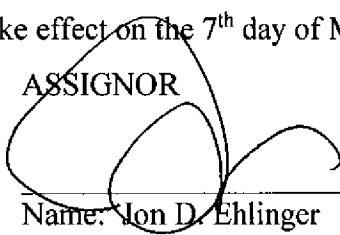
Whereas, **DriveTime Sales and Finance Company, LLC** (Assignor), an Arizona limited liability company, having its principal offices at 4020 E. Indian School Road, Phoenix, Arizona 85018, the owner of the trademarks shown on Exhibit A attached hereto;

Whereas, **DriveTime Car Sales Company, LLC** (Assignee), an Arizona limited liability company having its principal place of business at 4020 E. Indian School Road, Phoenix, Arizona 85018, is desirous of acquiring all rights to said trademark, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to the trademarks shown on Exhibit A, together with the goodwill of the business symbolized by said trademarks and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademarks and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.


The undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 7th day of May, 2015.

ASSIGNOR



Name: Jon D. Ehlinger
Title: Secretary

Exhibit A

Mark	App. No.	Filing Date	Reg. No.	Int'l Class(es)
DRIVER'S SEAT	85/974,761	07/01/2013	4,589,982	035, 036, 039
DRIVETIME DRIVER'S SEAT	85,974,772	07/01/2013	4,633,419	035, 036, 039
 LEASETIME	85/894,648	04/03/2013	4,582,649	039
LEASETIME	85/884,442	03/22/2013	4,589,603	039
LEASETIME	85/946,191	03/30/2013	4,462,732	036