

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM353278

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Transportation Research Center, Inc.		06/24/2015	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	Heavy Vehicle Electronic License Plate, Inc.		
Doing Business As:	HELP, Inc.		
Street Address:	101 North 1st Avenue, Suite 2275		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85003-8500		
Entity Type:	not-for-profit corporation: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78750618	TRUSTED TRUCK	
CORRESPONDENCE DATA			
Fax Number:	6023647070		
<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:	602-364-7000		
Email:	stephen.benyi@bryancave.com		
Correspondent Name:	BRYAN CAVE LLP		
Address Line 1:	TWO NORTH CENTRAL AVENUE, SUITE 2200		
Address Line 2:	Stephen K. Benyi		
Address Line 4:	Phoenix, ARIZONA 85004		
ATTORNEY DOCKET NUMBER:	0385438		
NAME OF SUBMITTER:	Stephen K. Benyi		
SIGNATURE:	/Stephen K. Benyi/		
DATE SIGNED:	08/31/2015		
Total Attachments: 3			
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ASSIGNMENT

WHEREAS, Heavy Vehicle Electronic License Plate, Inc. d/b/a HELP, Inc.; an Arizona not-for-profit corporation, having a principal place of business located at 101 North 1st Avenue, Suite 2275, Phoenix, Arizona 85003-8500 (referred to herein as the "ASSIGNEE") is desirous of acquiring any registered and unregistered service marks, trademarks, service mark applications, trademark applications, and trade names listed on Exhibit A hereto, which are incorporated herein by reference, along with any registered and unregistered service marks, trademarks, service mark applications, trademark applications, and trade names reasonably related thereto (all of the foregoing being referred to herein as the "SOURCE INDICIA");

AND WHEREAS, National Transportation Research Center, Inc., an inactive Tennessee corporation, previously having had a principal place of business located at 9125 Cross Park Drive, Suite 150, Knoxville, Tennessee 37932 (referred to herein as the "ASSIGNOR") desires to transfer all its right, title and interest in, to, and under the SOURCE INDICIA to ASSIGNEE;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby irrevocably assign, transfer, set over, convey, and deliver to and will irrevocably assign, transfer, set over, convey, and deliver to ASSIGNEE, its successors and assigns, all of ASSIGNOR's right, title, and interest in, to, and under the SOURCE INDICIA, together with the goodwill of the business associated therewith and which is symbolized thereby; in, to, and under, ASSIGNOR's right to make and prosecute any and all applications for service marks, trademarks, and trade names thereof; in, to, and under any and all Convention and Treaty rights of all kinds, in the United States of America and all other countries throughout the world, for the SOURCE INDICIA; in, to, and under the right to sue for present, past, and future infringement or misappropriation relating to the SOURCE INDICIA; in, to, and under the right to enforce any rights and file any causes of action, in law and/or equity, relating to the SOURCE INDICIA; and in, to, and under the right to all income, royalties, fees, damages, and payments now or hereafter due or payable in respect to the SOURCE INDICIA. ASSIGNOR requests the applicable official having authority to issue service marks, trademarks, and trade names and/or corresponding rights to issue same to ASSIGNEE, its successors and assigns, and, if called upon by ASSIGNEE, its successors, assigns, or legal representatives, ASSIGNOR agrees to promptly execute, and/or to promptly obtain the execution of, any and all documents necessary to secure any and all such service marks, trademarks, and trade names and/or rights and for issuance of same to ASSIGNEE, its successors and assigns.

ASSIGNOR covenants with ASSIGNEE, its successors, assigns, and legal representatives, that ASSIGNOR has not previously assigned the interest and property hereby conveyed.

ASSIGNOR grants to ASSIGNEE, its successors, assigns, and legal representatives, the power to insert on this assignment and Exhibit A thereto any further identification, including application numbers, registration numbers, and filing dates, which may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, and/or any other trademark office in any other country throughout the world, for recordation of this document.

ASSIGNOR and ASSIGNEE agree that this Assignment may be signed in any number of counterparts, each of which shall be considered one and the same instrument. ASSIGNOR and ASSIGNEE further agree that electronic mail and facsimile transmission signatures of this Assignment shall be deemed to be original signatures.

National Transportation Research Center, Inc.
(Assignor)

Dated: 6/24/2015

By: [Signature]
Name: JOSEPH A. PETROLINO
Title: PRESIDENT

STATE OF :
: ss.
COUNTY OF :

On this 24th day of June, 2015, before me appeared Joseph A. Petrolino, Jr., the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of National Transportation Research Center, Inc.



[Signature]
Notary Public
My commission expires: Oct-24, 2017

Heavy Vehicle Electronic License Plate, Inc.
d/b/a HELP, Inc.
(Assignee)

Dated: 8/27/15

By: [Signature]
Name: Karen Rasmussen
Title: President & Chief Executive Officer

STATE OF :
: ss.
COUNTY OF :

On this 27 day of August, 2015, before me appeared Karen E Rasmussen, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of Heavy Vehicle Electronic License Plate, Inc. d/b/a Heavy Vehicle Electronic License Plate.



[Signature]
Notary Public
My commission expires: 02/15/2016

EXHIBIT A: SOURCE INDICIA**Service Marks, Trademarks, & Trade Names**

Mark	Application Serial No.	Application Filing Date	Registration No.	Registration Date	Jurisdiction
TRUSTED TRUCK	78/750,618	November 9, 2005	3,353,731	December 11, 2007	United States of America