

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM397534

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Merchants Automotive Group, Inc.		05/31/2016	Corporation: NEW HAMPSHIRE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RIGHT DIRECTION FINANCIAL SERVICES HOLDINGS LLC		
<b>Street Address:</b>	1279A Hooksett Road		
<b>City:</b>	Hooksett		
<b>State/Country:</b>	NEW HAMPSHIRE		
<b>Postal Code:</b>	03106		
<b>Entity Type:</b>	Limited Liability Company: NEW HAMPSHIRE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4870402	RIGHT DIRECTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122076400		
<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>			
<b>Phone:</b>	312-207-1000		
<b>Email:</b>	ipdocket-chi@reedsmith.com		
<b>Correspondent Name:</b>	David F. Hayes		
<b>Address Line 1:</b>	10 South Wacker Drive		
<b>Address Line 2:</b>	Reed Smith, LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	David F. Hayes		
<b>SIGNATURE:</b>	/David F. Hayes/		
<b>DATE SIGNED:</b>	09/06/2016		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT**

WHEREAS, Merchants Automotive Group, Inc., a New Hampshire corporation, with an address of 1278 Hooksett Road, Hooksett, New Hampshire 03106 (hereinafter the "Assignor"), warrants that it is the sole and exclusive owner of the entire right, title, interest, and goodwill in the service marks (the "Marks") and the service mark registration with the U.S. Patent and Trademark Office identified in Schedule A attached hereto (the "Registration"); and

WHEREAS, Right Direction Financial Services Holdings LLC, a New Hampshire limited liability company, with an address of 1279A Hooksett Road, Hooksett, New Hampshire 03106 (hereinafter the "Assignee"), is desirous of acquiring all of the Assignor's right, title, interest in and to the Marks and Registration, together with the goodwill of the business symbolized by the Marks and Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, all right, title, and interest throughout the United States, its territories and all foreign countries in and to the Marks and Registration identified in Schedule A hereto; together with the goodwill of the business symbolized by said Marks and Registration, and all rights of action and recovery for past infringement thereof for the full term and all subsequent terms of any registration as fully and entirely as the same would have been held and enjoyed by the Assignor had this assignment not been made. This assignment is made free and clear of any liens and encumbrances.

Assignor: **MERCHANTS AUTOMOTIVE  
GROUP, INC.**

Dated: May 31, 2016

By: Tod A. Nestor  
Tod A. Nestor, Chief Financial Officer

Accepted and Agreed:

**RIGHT DIRECTION FINANCIAL SERVICES HOLDINGS LLC**

By: Tod A. Nestor  
Tod A. Nestor, Chief Financial Officer

Schedule A


To the Assignment dated \_\_\_\_\_, 2016 between Merchants Automotive Group, Inc., a New Hampshire corporation (the "Assignor"), and Right Direction Financial Services Holdings LLC, a New Hampshire limited liability company (the "Assignee").

Service Marks:

RIGHT DIRECTION

*Right*  *Direction*

Service Mark Registration:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
<i>Right</i>  <i>Direction</i>	4,870,402	12/15/2015

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