

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469395

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Filter Manufacturers Council Ltd.		04/05/2018	Limited company: D.C.
RECEIVING PARTY DATA			
Name:	Auto Care Association		
Street Address:	7101 Wisconsin Avenue		
Internal Address:	Suite 1300		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20814		
Entity Type:	Non-Profit Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4987872	FILTER MANUFACTURERS COUNCIL FILTER KNOW	
Registration Number:	1922658	FILTER MANUFACTURERS COUNCIL	
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>			
Email:	alex@sperryiplaw.com		
Correspondent Name:	Marcy L. Sperry		
Address Line 1:	3455 Peachtree Rd. NE		
Address Line 2:	5th Floor		
Address Line 4:	Atlanta, GEORGIA 30326		
NAME OF SUBMITTER:	Marcy L. Sperry		
SIGNATURE:	/Marcy L. Sperry/		
DATE SIGNED:	04/11/2018		
Total Attachments: 3			
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OP \$65.00 4987872

ASSIGNMENT OF TRADEMARK RIGHTS

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made between Filter Manufacturers Council, Ltd., a District of Columbia limited company ("Assignor") with a mailing address at 10 Laboratory Drive, Research Triangle Park, North Carolina, 27709, and Auto Care Association, an Illinois non-profit corporation, with a mailing address at 7101 Wisconsin Avenue, Suite 1300, Bethesda, Maryland, 20814 ("Assignee").

WHEREAS, Assignor is the owner of, and hereby assigns to Assignee, all right, title and interest in and to the trademark registrations for the marks/names identified on Exhibit A attached hereto ("the Marks"); and (ii) any and all goodwill of the business associated with the Marks; and

WHEREAS, Assignee hereby acquires the Marks and any and all goodwill of the business associated therewith from Assignor, subject to the terms and conditions of this Assignment; and

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Marks and goodwill to Assignee;

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

1. Assignor hereby assigns and transfers to Assignee (i) all applications and registrations (US and/or foreign) for the Marks; (ii) any and all trademarks, service marks, related marks, trade names and intellectual property rights, together with the entire right, title and interest in and to any causes of action for infringement thereof, including past infringements and misappropriations, of the Marks; and (iii) any royalties or other consideration owed in connection with use of the Marks.
2. Assignor further agrees without further consideration to execute and deliver to the Assignee such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Marks, goodwill and all other rights hereby conveyed.
3. Subject to the terms hereof, Assignee accepts such assignment of the Marks and goodwill.

{Signature on the following page}

IN WITNESS WHEREOF, Assignor and Assignee have duly executed this Assignment by their respective authorized officers as of the date provided below.

ASSIGNOR:
FILTER MANUFACTURERS COUNCIL, LTD.

ASSIGNEE:
AUTO CARE ASSOCIATION

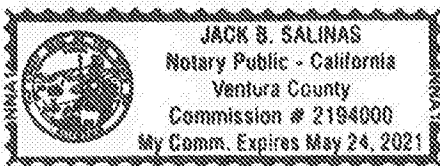
Signed: [Signature]
Name: Jeff Starin
Title: Chairman of the Board of Directors
Date: April 5, 2018

Signed: [Signature]
Name: Nathan Ferrine
Title: CFO
Date: April 10, 2018

STATE OF CALIFORNIA
COUNTY OF VENTURA) SS:



On April 5, 2018 before me, Jack B. Salinas, Notary Public in and for said State, personally appeared JEFF STARIN, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



[Signature]
SIGNATURE OF NOTARY PUBLIC

EXHIBIT A

Mark	Application No.	Registration No.	Country Name	Goods/Services
	86/790,605	4,987,872	United States	Association services, namely, promoting the interests of filter manufacturers and distributors
	74/538,953	1,922,658	United States	Association services, namely promoting the interests of filter manufacturers and distributors