

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317339

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the original coversheet data and the supporting legal documentation provided therewith previously recorded on Reel 005356 Frame 0219. Assignor(s) hereby confirms the Assignment is Nunc Pro Tunc as of 1/1/14.

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Enterprise Financial Group, Inc.		09/17/2014	CORPORATION: TEXAS

## RECEIVING PARTY DATA

<b>Name:</b>	EFG Intellectual Properties, LLC
<b>Street Address:</b>	122 W. Carpenter Freeway
<b>Internal Address:</b>	6th Floor
<b>City:</b>	Irving
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	75039
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS

## PROPERTY NUMBERS Total: 48

Property Type	Number	Word Mark
<b>Serial Number:</b>	85303970	MPOWER
<b>Registration Number:</b>	3590599	MOBILEEDGE
<b>Registration Number:</b>	3942818	XTREME PROTECTION PLAN
<b>Registration Number:</b>	3942819	XTREME PROTECTION PLAN
<b>Registration Number:</b>	3946760	DRIVER'S ADVANTAGE
<b>Registration Number:</b>	3946761	DRIVER'S ADVANTAGE
<b>Registration Number:</b>	3933682	LET YOUR COMPETITOR HAVE THE P.H.D.
<b>Registration Number:</b>	4135986	P.H.D.
<b>Registration Number:</b>	3307262	MOTORIST ASSISTANCE PLAN
<b>Registration Number:</b>	4172833	SIMPLICITY PROTECTION
<b>Registration Number:</b>	4176992	SIMPLICITY HOME PROTECTION
<b>Registration Number:</b>	4176994	SIMPLICITY FURNITURE PROTECTION
<b>Registration Number:</b>	4169266	
<b>Registration Number:</b>	4432966	SIGNATURE FINISH
<b>Registration Number:</b>	4131125	MAP MOTORIST ASSISTANCE PLAN
<b>Registration Number:</b>	4270820	EFG COMPANIES

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4601835	EFG COMPANIES
Registration Number:	4190091	MAP MOTORIST ASSISTANCE PLAN
Registration Number:	4175688	MAP
Registration Number:	4295214	SIMPLICITY VEHICLE PROTECTION
Registration Number:	4291689	SIMPLICITY PROTECTION
Registration Number:	4295226	
Registration Number:	4295264	SIMPLY PUT, YOU'RE PROTECTED.
Registration Number:	4295266	SIMPLICITY VEHICLE RETURN
Registration Number:	4452093	SIGNATURE FINISH
Registration Number:	4386795	Y-LINGUAL
Registration Number:	4386796	GET Y-LINGUAL
Registration Number:	4383582	E SIGNATURE SECURITY
Registration Number:	4436061	THE TRANSCEND GROUP
Registration Number:	4487738	PROTECT YOUR HIDE
Registration Number:	4487739	HAWG HIDE
Registration Number:	4487741	RUBBER-SIDE HIDE
Registration Number:	4487742	WALLET HIDE
Registration Number:	4500863	
Registration Number:	4397902	EFG COMPANIES
Registration Number:	4532701	BEST REGUARDS
Registration Number:	4532702	
Registration Number:	4532721	FOR ONCE, SOMEONE IS LOOKING OUT FOR YOU
Registration Number:	4510917	DOUBLE DOWN POWERTRAIN PROTECTION
Registration Number:	2328146	PROFITRACK
Registration Number:	3091963	SALES EDGE
Registration Number:	3122895	
Registration Number:	3385563	MAP MOTORIST ASSISTANCE PLAN
Registration Number:	3244938	F&I EDGE
Registration Number:	3244939	PHONEEDGE
Registration Number:	4105293	SIMPLICITY LEASE PROTECTION
Registration Number:	4063498	SIMPLY PUT. YOU'RE PROTECTED.
Registration Number:	4387253	SIGNATURE SECURITY

**CORRESPONDENCE DATA**

Fax Number: 2023314308

*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.*

Phone: 202.293.7060

Email: vmullineaux@sughrue.com, tm@sughrue.com

Correspondent Name: Kevin G. Smith/Sughrue Mion, PLLC

**TRADEMARK**

**REEL: 005364 FRAME: 0801**

**Address Line 1:** 2100 Pennsylvania Avenue, NW  
**Address Line 2:** Suite 800  
**Address Line 4:** Washington, D.C. 20037

**ATTORNEY DOCKET NUMBER:** L10838/CORRECTIVE ASSIGN

**NAME OF SUBMITTER:** Kevin G. Smith

**SIGNATURE:** /Kevin G. Smith/

**DATE SIGNED:** 09/18/2014

**Total Attachments: 7**

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<b>TRADEMARK ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM315960

<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>
Enterprise Financial Group, Inc.		01/01/2014	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EFG Intellectual Properties, LLC		
<b>Street Address:</b>	122 W. Carpenter Freeway 6th FL		
<b>City:</b>	Irving		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75039		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS		
<b>PROPERTY NUMBERS Total: 41</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77531694	MOBILEEDGE	
Serial Number:	77934867	XTREME PROTECTION PLAN	
Serial Number:	77934882	XTREME PROTECTION PLAN	
Serial Number:	77934900	DRIVER'S ADVANTAGE	
Serial Number:	77934920	DRIVER'S ADVANTAGE	
Serial Number:	77966877	LET YOUR COMPETITOR HAVE THE P.H.D.	
Serial Number:	77966926	P.H.D.	
Serial Number:	78936269	SERVICEEDGE	
Serial Number:	78936748	MOTORIST ASSISTANCE PLAN	
Serial Number:	85328973	SIMPLICITY PROTECTION	
Serial Number:	85369309	SIMPLICITY HOME PROTECTION	
Serial Number:	85369324	SIMPLICITY FURNITURE PROTECTION	
Serial Number:	85376975		
Serial Number:	85378884	SIGNATURE FINISH	
Serial Number:	85387285	MAP MOTORIST ASSISTANCE PLAN	
Serial Number:	85482778	EFG COMPANIES	
Serial Number:	85482858	EFG COMPANIES	
Serial Number:	85500875	MAP MOTORIST ASSISTANCE PLAN	
Serial Number:	85502319	MAP	
<b>TRADEMARK</b>			

OP \$1040.00 77531694

Property Type	Number	Word Mark
Serial Number:	85655795	SIMPLICITY VEHICLE PROTECTION
Serial Number:	85656787	SIMPLICITY PROTECTION
Serial Number:	85657030	
Serial Number:	85660165	SIMPLY PUT, YOU'RE PROTECTED.
Serial Number:	85660285	SIMPLICITY VEHICLE RETURN
Serial Number:	85664379	SIGNATURE FINISH
Serial Number:	85710239	Y-LINGUAL
Serial Number:	85710302	GET Y-LINGUAL
Serial Number:	85800638	E SIGNATURE SECURITY
Serial Number:	85817273	MENUTRACK
Serial Number:	85895220	THE TRANSCEND GROUP
Serial Number:	85964410	CAGE FREE
Serial Number:	85965267	PROTECT YOUR HIDE
Serial Number:	85965297	RUBBER-SIDE HIDE
Serial Number:	85965280	HAWG HIDE
Serial Number:	85965324	WALLET HIDE
Serial Number:	85971941	
Serial Number:	85979803	EFG COMPANIES
Serial Number:	86051245	BEST REGUARDS
Serial Number:	86051255	
Serial Number:	86052791	FOR ONCE, SOMEONE IS LOOKING OUT FOR YOU
Serial Number:	86101890	DOUBLE DOWN POWERTRAIN PROTECTION

**CORRESPONDENCE DATA**

Fax Number: 9727884332

*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.*

Phone: 9727882040

Email: tflores@shieldslegal.com

Correspondent Name: Tandy Jouret

Address Line 1: 16301 Quorum Dr Ste 250B

Address Line 4: Addison, TEXAS 75001

<b>ATTORNEY DOCKET NUMBER:</b>	6393.0036
<b>NAME OF SUBMITTER:</b>	Tandy Jouret
<b>SIGNATURE:</b>	/Tandy Jouret/attorney
<b>DATE SIGNED:</b>	09/03/2014

**Total Attachments: 82**

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

**WHEREAS**, ENTERPRISE FINANCIAL GROUP, INC., a corporation of Texas (hereinafter referred to as "Assignor"), has adopted, used, and is using, or has applied to register, the trademarks listed in attached Schedule A (the "Trademarks"); and

**WHEREAS**, EFG INTELLECTUAL PROPERTIES, LLC, a limited liability company of Texas, with a business address of 122 W. Carpenter Freeway, 6<sup>th</sup> Floor, Irving, Texas 75039 (hereinafter referred to as "Assignee"), is desirous of acquiring said Trademarks, the application and registrations therefor, and the goodwill appurtenant to the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged and agreed, Assignor does hereby assign unto Assignee, *nunc pro tunc* as of January 1, 2014, all right, title and interest in and to the said Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the identified application and registrations as set forth herein.

Executed this 17<sup>th</sup> day of September, 2014.

**ENTERPRISE FINANCIAL GROUP, INC.**

By: Jeffrey W. Beaver

Printed Name: JEFFREY W. BEAVER

Title: SVP, PRODUCT DEVELOPMENT

## SCHEDULE A

<u>Application/ Registration No.</u>	<u>Trademark</u>
85303970	MPOWER
3590599	MOBILEEDGE
3942818	XTREME PROTECTION PLAN
3942819	XTREME PROTECTION PLAN & Design
3946760	DRIVER'S ADVANTAGE
3946761	DRIVER'S ADVANTAGE & Design
3933682	LET YOUR COMPETITOR HAVE THE P.H.D.
4135986	P.H.D.
3307262	MOTORIST ASSISTANCE PLAN
4172833	SIMPLICITY PROTECTION
4176992	SIMPLICITY HOME PROTECTION
4176994	SIMPLICITY FURNITURE PROTECTION
4169266	DESIGN
4432966	SIGNATURE FINISH
4131125	MAP MOTORIST ASSISTANCE PLAN (Stylized)
4270820	EFG COMPANIES & Design
4601835	EFG COMPANIES & Design
4190091	MAP MOTORIST ASSISTANCE PLAN (Stylized)
4175688	MAP
4295214	SIMPLICITY VEHICLE PROTECTION
4291689	SIMPLICITY PROTECTION
4295226	DESIGN
4295264	SIMPLY PUT, YOU'RE PROTECTED.
4295266	SIMPLICITY VEHICLE RETURN
4452093	SIGNATURE FINISH
4386795	Y-LINGUAL
4386796	GET Y-LINGUAL
4383582	E SIGNATURE SECURITY (Stylized)
4436061	THE TRANSCEND GROUP
4487738	PROTECT YOUR HIDE
4487739	HAWG HIDE
4487741	RUBBER-SIDE HIDE
4487742	WALLET HIDE
4500863	DESIGN
4397902	EFG COMPANIES & Design
4532701	BEST REGARDS
4532702	DESIGN
4532721	FOR ONCE, SOMEONE IS LOOKING OUT FOR YOU.
4510917	DOUBLE DOWN POWERTRAIN PROTECTION
2328146	PROFITRACK



SCHEDULE A (CONT'D)

Application/  
Registration No.

Trademark

3091963	SALES EDGE
3122895	DESIGN
3385563	MAP Motorist Assistance Plan (Stylized)
3244938	F&I EDGE
3244939	PhoneEDGE
4105293	SIMPLICITY LEASE PROTECTION
4063498	SIMPLY PUT. YOU'RE PROTECTED.
4387253	SIGNATURE SECURITY