

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SLP Automotive Group, Inc.		11/21/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	DaimlerChrysler Corporation
Street Address:	1000 Chrysler Drive
Internal Address:	CIMS 483-02-19
City:	Auburn Hills
State/Country:	MICHIGAN
Postal Code:	48326
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2711588	ADVENTURE

CORRESPONDENCE DATA

Fax Number: (248)944-6537
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2489446517
 Email: kb175@dcx.com
 Correspondent Name: DaimlerChrysler Corporation
 Address Line 1: 1000 Chrysler Drive
 Address Line 2: CIMS 483-02-19
 Address Line 4: Auburn Hills, MICHIGAN 48326

NAME OF SUBMITTER:	Kim Ray
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Total Attachments: 1
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CH \$40.00 2711588

TRADEMARK ASSIGNMENT

WHEREAS **SLP Automotive Group, Inc.** ("Assignor"), a Delaware corporation with a place of business at 1465 Axtell Road, Troy Michigan 48084, has adopted for its business the following trademark:

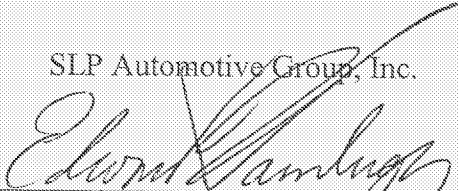
ADVENTURE – U.S. Trademark Registration No. 2,711,588 and;

WHEREAS **DaimlerChrysler Corporation** ("Assignee"), a Delaware corporation with a place of business at 1000 Chrysler Drive, CIMS 483-02-19, Auburn Hills, Michigan 48326, desires to acquire the trademark set forth above and the goodwill of the business associated therewith.

NOW, THEREFORE in consideration of and in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee the entire right, title and interest in and to the trademark set forth above, together with the goodwill of the business symbolized thereby, the U.S. trademark registration therefor, and the right to recover damages and profits for past infringement.

SLP Automotive Group, Inc.

Executed at 1465 AXTELL RD, TROY MI
this 21ST day of NOVEMBER, 2003

By: 
Name: EDWARD HAFFNER
Title: President