

01-16-2001



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

MRD 12/29/00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID#
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
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Conveyance Type

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other
- License
- Nunc Pro Tunc Assignment  
Effective Date  
Month Date Year  
 06/14/2000

Conveying Party

Mark if additional names of conveying part U.S. Patent & TMO/TM Mail Rcpt Dt. #57

Name  AutoNation Enterprises Incorporated  12/28/2000

Formerly  AutoNation Incorporated

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization  Florida

Receiving Party

Mark if additional names of receiving parties attached

Name  AutoNation Holding Corp.

DBA/AKA/TA

Composed of

Address (line 1)  110 S.E. 6th Street

Address (line 2)  20th Floor

Address (line 3)  Fort Lauderdale  Florida  33301  
City State/Country Zip Code

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization  Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment)

FOR OFFICE USE ONLY

01/12/2001 MTHAIL 00000136 76069825

01 FC:481 40.00 DP  
02 FC:682 25.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

**Area Code and Telephone Number**

(202) 861-1500

Name Mark H. Tidman, Esq.

Address (line 1) BAKER & HOSTETLER LLP

Address (line 2) 1050 Connecticut Avenue, N.W.

Address (line 3) Suite 1100

Address (line 4) Washington, DC 20036

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| 76/069,825           | 76/069,847           | <input type="text"/> |
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**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Mark H. Tidman, Esq.  
Name of Person Signing

  
Signature

12/29/00  
Date Signed

## CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment (this "Assignment") is made by and between **AutoNation Enterprises Incorporated**, a Florida corporation, via a change of name from **AutoNation Incorporated** (on some occasions identified mistakenly as AutoNation, Inc.), (hereinafter "Assignor") and **AutoNation Holding Corp.**, a Delaware corporation, (hereinafter "Assignee")

WHEREAS, the Assignor was the owner of all right, title and interest in and to the Trademarks and Service Marks on the attached Schedule therefor (hereinafter "the Marks"); and

WHEREAS, Assignor was desirous of assigning, and Assignee was desirous of obtaining, all right, title and interest in and to the aforementioned Marks; and

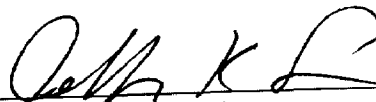
WHEREAS, effective as of the dates listed on the attached Schedule, Assignor assigned all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, to Assignee; and

WHEREAS, the parties now wish to confirm the actual and legal transfer of the Marks from Assignor to Assignee;

NOW, THEREFORE, for good and valuable consideration previously paid, the sufficiency and receipt of which are hereby acknowledged, it is confirmed that effective as of the dates listed on the attached Schedule, Assignor did assign, transfer and convey, and hereby nunc pro tunc assigns, transfers and conveys, unto Assignee, all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and on behalf of its own successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized representative on the day and year first above written.

**AutoNation Enterprises Incorporated**  
via name change from AutoNation Incorporated

  
By: Jeffrey K. Simpson  
Title: Assistant Secretary

| Mark  | Effective Assignment Date | Serial No. |
|---|---------------------------|------------|
| 99 DAY WARRANTY & Design                                  | June 14, 2000             | 76/069,825 |
| 99 DAY WARRANTY & Design                                  | June 14, 2000             | 76/069,847 |
| AUTOELITE   | January 19, 1999          | 75/623,885 |
| AUTOGEAR USA & Design                                     | June 22, 1999             | 75/741,389 |
| AUTONATION  | June 1, 1999              | 75/719,134 |
| AUTONATION  | February 22, 1999         | 75/644,786 |
| AUTONATION  | February 22, 1999         | 75/644,788 |
| AUTONATION  | February 22, 1999         | 75/644,787 |
| AUTONATION  | March 8, 1999             | 75/656,251 |
| AUTONATION (w/ "Wayfinder" Design)                        | June 15, 2000             | 76/070,441 |
| AUTONATION (w/ "Wayfinder" Design)                        | June 15, 2000             | 76/070,443 |
| AUTONATION (w/ "Wayfinder" Design)                        | June 15, 2000             | 76/070,442 |
| AUTONATION (w/ "Wayfinder" Design) (Color)                | June 15, 2000             | 76/070,436 |
| AUTONATION (w/ "Wayfinder" Design) (Color)                | June 15, 2000             | 76/070,438 |
| AUTONATION (w/ "Wayfinder" Design) (Color)                | June 15, 2000             | 76/070,437 |
| AUTONATION DIRECT   | November 9, 1999          | 75/843,795 |
| AUTONATION DIRECT   | March 8, 1999             | 75/655,398 |
| AUTONATION FINANCIAL SERVICES & Design                    | July 12, 2000             | 76/087,182 |
| AUTONATION FINANCIAL SERVICES & Design                    | July 12, 2000             | 76/087,183 |
| AUTONATION USA  | March 8, 1999             | 75/655,399 |
| AUTONATION.COM  | June 22, 1999             | 75/741,385 |
| AUTONATION.COM  | June 22, 1999             | 75/741,391 |
| AUTONATION.COM  | June 22, 1999             | 75/741,392 |
| AUTONATIONDIRECT.COM                                      | November 9, 1999          | 75/843,796 |
| AUTONATIONDIRECT.COM                                      | November 16, 1999         | 75/849,573 |
| AUTONATIONEXPRESS   | November 9, 1999          | 75/843,797 |
| AUTONATIONEXPRESS   | November 9, 1999          | 75/843,787 |
| AUTONATIONEXPRESS   | November 9, 1999          | 75/843,785 |
| AUTONATIONEXPRESS   | November 9, 1999          | 75/843,789 |
| AUTONATIONEXPRESS   | November 9, 1999          | 75/843,793 |
| AUTOPLUS  | January 19, 1999          | 75/623,886 |
| AUTOREWARDS   | January 19, 1999          | 75/623,884 |
| CARWAY  | December 30, 1999         | 75/883,500 |
| CARWAY  | December 30, 1999         | 75/883,430 |
| CENTER OF DISTINCTION                                     | November 16, 1999         | 75/849,948 |
| CENTER OF DISTINCTION                                     | November 16, 1999         | 75/849,880 |
| CENTERS OF DISTINCTION                                    | November 16, 1999         | 75/849,947 |
| CENTERS OF DISTINCTION                                    | November 16, 1999         | 75/849,946 |
| MEGA SELECTION & Design                                   | March 3, 2000             | 75/933,919 |
| Miscellaneous Design ("Wayfinder" Design)                 | June 16, 2000             | 76/071,820 |
| Miscellaneous Design ("Wayfinder" Design)                 | June 16, 2000             | 76/071,821 |
| Miscellaneous Design ("Wayfinder" Design)                 | June 8, 2000              | 76/067,154 |
| Miscellaneous Design ("Wayfinder" Design) (Color)         | June 16, 2000             | 76/071,819 |
| Miscellaneous Design ("Wayfinder" Design) (Color)         | June 16, 2000             | 76/071,818 |
| Miscellaneous Design ("Wayfinder" Design) (Color)         | June 16, 2000             | 76/071,817 |
| Miscellaneous Design ("Wayfinder" Design) (Color)         | May 16, 2000              | 76/049,512 |
| QUIKSERVICE & Design                                      | June 22, 1999             | 75/741,387 |
| SPECIAL VALUE VEHICLES VALUE PRICED TO SELL FAST & Design | June 22, 1999             | 75/741,388 |
| SUPER SAVER SAVES YOU THE MOST & Design                   | April 21, 1999            | 75/687,779 |
| WWW. & Design   | April 21, 1999            | 75/687,795 |
| WWW. & Design   | April 21, 1999            | 75/687,794 |

| <b>Mark</b>  | <b>Effective Assignment<br/>Date</b> | <b>Reg. No.</b> |
|--|--------------------------------------|-----------------|
| AUTONATION DIRECT  | March 8, 1999                        | 2,365,317       |
| AUTONATION DIRECT  | March 8, 1999                        | 2,356,293       |
| AUTONATION USA CAFÉ & Design   | June 22, 1999                        | 2,355,176       |
| AUTONATIONDIRECT.COM   | November 16, 1999                    | 2,381,641       |
| AUTONATIONDIRECT.COM   | November 16, 1999                    | 2,381,642       |
| CHILD PLAY CENTER & Design   | June 22, 1999                        | 2,403,720       |
| IT'S ABOUT LOWER PRICES. IT'S ABOUT HIGHER STANDARDS. IT'S ABOUT TIME. | February 8, 1999                     | 2,319,159       |
| IT'S ABOUT LOWER PRICES. IT'S ABOUT HIGHER STANDARDS. IT'S ABOUT TIME. | February 8, 1999                     | 2,382,490       |
| IT'S ABOUT LOWER PRICES. IT'S ABOUT HIGHER STANDARDS. IT'S ABOUT TIME. | February 8, 1999                     | 2,314,565       |
| IT'S GOING TO BE DIFFERENT THIS TIME                                   | June 1, 1999                         | 2,399,538       |
| USA & Design   | January 13, 1999                     | 2,314,368       |
| USA & Design   | January 13, 1999                     | 2,314,383       |