

01-16-2001



MRD 12/29/00

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

12-29-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #67

TO: The Commissioner of Patents and Trademarks: Please record the attached original docum

Submission Type

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

Conveyance Type

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other
- License
- Nunc Pro Tunc Assignment

Effective Date
Month Date Year
11/09/1999

Conveying Party

Mark if additional names of conveying parties attached

Name AutoNation Enterprises Incorporated

Execution Date
Month Day Year
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/AK/A

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

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)

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

01/12/2001 MTHAT1 00000145 75843785

FC:481 40.00 OP
FC:482 150.00 OP

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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

TRADEMARK
REEL: 002213 FRAME: 0194

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.

#

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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)

75/843,785

75/843,787

75/843,789

75/843,793

75/843,795

75/843,796

75/843,797

Number of Properties

Enter the total number of properties involved.

#

7

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

190.00

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:

#

02-0398

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

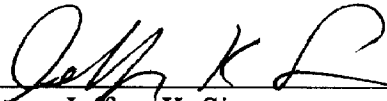
WHEREAS, effective as of the dates listed on the attached Schedule, Assignor assigned all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, to Assignee; and

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
QUIKSERVICE & Design	May 16, 2000	76/049,512
SPECIAL VALUE VEHICLES VALUE PRICED TO SELL FAST & Design	June 22, 1999	75/741,387
SUPER SAVER SAVES YOU THE MOST & Design	June 22, 1999	75/741,388
WWW. & Design	April 21, 1999	75/687,779
WWW. & Design	April 21, 1999	75/687,795
WWW. & Design	April 21, 1999	75/687,794

Mark	Effective Assignment Date	Reg. No.
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