



**TRADEMARK ASSIGNMENT**

KNOW ALL PERSONS BY THESE PRESENTS, that ADESA Corporation, an Indiana corporation with its principal office at 310 E. 96<sup>th</sup> Street, Suite 400, Indianapolis, Indiana 46240 (the "Seller"), for and in consideration of the issuance of all of the outstanding shares of Common Stock of ADESA Properties, Inc., a Delaware corporation with its principal office at 6956 Lansing Road, Dimondale, Michigan 48821 (the "Buyer"), receipt of which is hereby acknowledged, does hereby transfer, grant, convey, assign, and relinquish exclusively to Buyer, in perpetuity (or for the longest period of time otherwise permitted by law), all of Seller's right, title and interest in and to the trademarks as set forth on the attached Schedule A, together with the goodwill of all business connected with the use of and symbolized by such trademarks and all trademark registrations and applications relating to such trademarks, TO HAVE AND TO HOLD the same unto Buyer, its successors and assigns, forever, along with the right to recover for damages and profits for past infringements thereof. Seller agrees to execute and deliver at the request of Buyer all papers, instruments and assignments, and to perform any other reasonable acts the Buyer may require, in order to vest all of Seller's right, title and interest in and to the trademarks in Buyer.

IN WITNESS WHEREOF, Seller has caused this Trademark Assignment to be executed by its duly authorized officer as of the 14th day of November, 1998.

ADESA Corporation

By *James P. Hallett*  
James P. Hallett, President

State of Indiana )  
                          )  
County of MARION )

ss.:

On this 14<sup>th</sup> day of November, 1998, before me personally appeared James P. Hallett, to me personally known who, being by me duly sworn, did depose and say that he is the President of ADESA Corporation, the corporation described in and which executed the foregoing Trademark Assignment and that he did sign the Trademark Assignment as such officer and on behalf of such corporation.

*Denise L. McAttee*  
Notary Public

DENISE L. MC ATTEE  
NOTARY PUBLIC STATE OF INDIANA  
MARION COUNTY  
MY COMMISSION EXP. APR. 2, 2001

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**SCHEDULE A**

**ASSIGNED TRADEMARKS**

US trademarks: ISALAH 40:31 and Design, registration number 2,026,368  
PAR, registration number 2,151,277  
ISALAH 40:31 and Design, registration number 1,824,574  
ADESA, registration number 1,783,137  
ADESA AUTO DEALER'S EXCHANGE OF AMERICA  
ISALAH 40:31 and Design, registration number 1,784,691 (to  
be abandoned)

Canadian trademarks: ADESA, registration number 434,316  
ISALAH 40:31 and Design, registration number 492,524

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ADESA CORPORATION

03/02/01 13:57 FAX 3178153658

RECORDED: 04/12/2001

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