

FORM TCR-100
(Rev. 6-93)

OMB No. 0651-3011 (exp. 4/9)

RECORDATION FORM TRADEMARKS ONLY

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party
HEARTLAND AUTOMOTIVE SERVICES, INC.

- Individual(s)
- General Partnership
- Corporation-State **MN**
- Other _____
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

HEARTLAND AUTOMOTIVE SERVICES II, INC.

Internal Address: _____

Street Address : **11308 Davenport Street**

City: **Omaha** State: **NE** Zip: **68154**

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

Corporation State **DE**

If assignee is not domiciled in the United States, a designation is attached: Yes No
(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: **MAY 31, 2004**

4. Application number(s) or trademark

A. Trademark Application No.(s)

B. Trademark Registration

2,574,722

Additional numbers attached? **NO**

5. Name and address of party to whom correspondence concerning document should be mailed:

Attn: Penelope J.A. Agodoa
Federal Research Company, LLC
1030 15th Street, NW, Suite 920
Washington, DC 20005
202.783.2700

Street Address: _____

City: _____ Sta _____ Zip: _____

6. Total number of applications and registrations



7. Total fee (37 CFR 3.41) \$ **40.00**

8. Deposit account number:

50-3155

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

RAKHEE VERMA
Name of Person

Signature

JANUARY 21, 2005
Date

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Total number of pages including cover sheet, attachments, and document:

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

CH \$40.00 603155 2674722

GENERAL ASSIGNMENT

This Assignment is made effective as of the 31st day of May, 2004, by Heartland Automotive Services, Inc., a Minnesota corporation ("Assignor"), in favor of Heartland Automotive Service II, Inc., a Delaware corporation ("Assignee").


NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is acknowledged, Assignor does hereby assign, sell, transfer, convey and deliver to Assignee and its successors and assigns any right, title, or interest Assignor has or may have in and to the "Service Alert" servicemark and trademark (Reg. No. 2,574,722), and U.S. Patent No. 6,480,105 for Method and Device for Alerting Owners of Recommended Vehicle Maintenance (the "Assets").

To have and to hold the Assets unto the Assignee, its successors and assigns for its exclusive use and benefit forever.

Assignor does hereby agree from and after the date hereof upon the request of Assignee, to execute such further documents and to do and perform every act necessary to effect the legal and valid transfer of the Assets to the Assignee.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first above written.

HEARTLAND AUTOMOTIVE SERVICES, INC.

By: 
Brian D. Clark, CFO