

FORM PTO-1594
Rev. 6-93)
OMB No. 0651-0111 (exp. 4/9)

RECORDATION FORM COVER SHEET 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
AUTO ADVISORS, L.L.C.

- Individual(s)
- General Partnership
- Corporation-State NE
- 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, 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 603166 2674722

GENERAL ASSIGNMENT

This Assignment is made effective as of the 31st day of May, 2004, by Auto Advisors, L.L.C., a Nebraska limited liability company ("Assignor") in favor of Heartland Automotive Services, Inc., a Minnesota 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 and all of Assignor's assets, of every kind and description, including any right, title, or interest Assignor has or may have in and to any property, whether real or personal, tangible and intangible, including goodwill, and including without limitation, the "Service Alert" servicemark and trademark (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.

Auto Advisors,
~~HAS PROPERTIES, L.L.C.,~~
a Nebraska limited liability company

By: *[Signature]*

By: ~~HAS HOLDINGS, INC.~~ a Delaware
corporation, Sole Member

By: *[Signature]*
Roy J. Schumacher, CEO