

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IntelliChoice, Inc.		11/15/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Automotive.com, Inc.		
Street Address:	230 Commerce, Suite 290		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92602		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1580038	INTELLICHOICE	
Registration Number:	2750540	INTELLICHOICE	
Registration Number:	2260431	WINDOW STICKER+	
CORRESPONDENCE DATA			
Fax Number:	(714)755-8290		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7145401235		
Email:	ipdocket@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	650 Town Center Drive, Suite 2000		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	039917-0001 AUTOMOTIVE		
NAME OF SUBMITTER:	Patricia A. Conner		
Signature:	/Patricia A. Conner/		

OP \$90.00 1580038

Date:

11/23/2005

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, IntelliChoice, Inc., a California corporation, having an address at 471 Division Street Campbell, CA 95008 ("Assignor"), has adopted, used and is using the trademarks, and is the owner of the registrations thereof, set forth in the attached Schedule A (the "Trademarks"); and

WHEREAS, Automotive.com, Inc., a Delaware corporation, having an address at Suite 290, 230 Commerce, Irvine, CA 92602 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademarks, including the scheduled registrations thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademarks, including the scheduled registrations, together with the goodwill of the businesses symbolized by the Trademarks being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: November 15, 2005

IntelliChoice, Inc.

By: 

Name: Christopher A. Fraser

Title: Senior Vice President

Schedule of Marks

Mark:	Registration No.
INTELLICHOICE	1580038
INTELLICHOICE	2750540
WINDOW STICKER+	2260431