

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/15/2005

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
Internal Address:	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:	2260431	WINDOW STICKER+
Registration Number:	2750540	INTELLICHOICE

CORRESPONDENCE DATA

Fax Number: (212)745-0131
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2127451889
 Email: samantha.favitta@primedia.com
 Correspondent Name: Robin Adelson
 Address Line 1: 745 Fifth Avenue
 Address Line 2: Legal
 Address Line 4: New York, NEW YORK 10151

ATTORNEY DOCKET NUMBER:	380 IAUTOMOTIVE ASSIGN
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NAME OF SUBMITTER:	Robin Adelson
Signature:	/Robin Adelson/
Date:	11/30/2005
Total Attachments: 2 source=tm assignment intellichoice to automotive com with sched#page1.tif source=tm assignment intellichoice to automotive com with sched#page2.tif	

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