

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Trader Publishing Company		09/10/2006	PARTNERSHIP: VIRGINIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Cox Auto Trader, Inc.
<b>Street Address:</b>	5775 Dunwoody Road
<b>Internal Address:</b>	Building B-100
<b>City:</b>	Atlanta
<b>State/Country:</b>	GEORGIA
<b>Postal Code:</b>	30342
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 32**

Property Type	Number	Word Mark
Registration Number:	2245247	AMERICA'S RACE FAN MAGAZINE
Registration Number:	2901426	AUTO & TRUCK SWAPPER
Registration Number:	2422991	AUTO DEALS
Serial Number:	76624638	AUTO EXTRA.COM
Registration Number:	3112485	AUTO EXTRA.COM
Registration Number:	1569635	AUTO MART
Registration Number:	2301301	AUTO MART
Serial Number:	78805564	AUTO MART .COM
Serial Number:	78669109	AUTO MERCADO
Serial Number:	78579447	AUTOMART.COM
Serial Number:	78662419	AUTOMERCADO.COM
Registration Number:	2427691	AUTOS EN ESPANOL
Registration Number:	1059905	BARGAIN POST

OP \$815.00 2245247

Registration Number:	2668322	CAR & TRUCK MARKET
Registration Number:	2006254	CAR DEALS
Registration Number:	1320674	DEALS ON WHEELS
Registration Number:	2308694	DEALS ON WHEELS
Registration Number:	2909955	MOTOR LINK
Registration Number:	2888056	RACING MILESTONES
Registration Number:	2888071	RACING MILESTONES
Registration Number:	1642066	SPECIALTY CAR MARKETPLACE
Registration Number:	1272676	THE SWAP SHEET
Registration Number:	0952001	TRADIN' POST
Registration Number:	0949829	TRADIN' TIMES
Registration Number:	1147318	TRADIN' TIMES
Registration Number:	2482260	TRADING POST
Serial Number:	76075444	TRUCK MART
Registration Number:	2397389	TRUCK SWAPPER
Registration Number:	2664935	TRUCK, RACE, CYCLE AND REC. MARKETPLACE
Registration Number:	2603731	TRUCK, RACE, CYCLE AND REC. MARKETPLACE
Registration Number:	2003824	WHEELER DEALER
Registration Number:	1542481	WHEELS & DEALS

**CORRESPONDENCE DATA**

Fax Number: (202)776-2222  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2027762929  
Email: mstabbe@dowlohn.com  
Correspondent Name: Mitchell H. Stabbe  
Address Line 1: 1200 New Hampshire Avenue, N.W.  
Address Line 2: Suite 800  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	COX AUTO TRADER, INC.
NAME OF SUBMITTER:	Mitchell H. Stabbe
Signature:	/Mitchell H. Stabbe/
Date:	09/18/2006

Total Attachments: 4  
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## ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

(Trader to CAT)

KNOW ALL MEN BY THESE PRESENTS, that TRADER PUBLISHING COMPANY, a Virginia general partnership ("Assignor"), owns the trademarks and service marks set forth on Exhibit A hereto (the "Marks") which are registered in, or for which applications are pending with, the United States Patent and Trademark Office.

Assignor hereby assigns and transfers to COX AUTO TRADER, INC., a Delaware corporation ("Assignee"), all of Assignor's right, title and interest in, to and under the Marks, including all registrations thereof and/or applications with respect thereto, together with all of the goodwill of the business in connection with which the Marks are used or are intended to be used, any and all actions and rights of action for infringements thereof and otherwise with respect thereto, whether arising prior to or subsequent to the date of this assignment, and any and all renewals and extensions thereof.

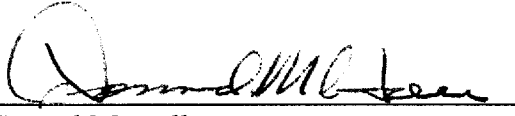
Assignee is a successor to the portion of Assignor's business to which the Marks pertain and such business in ongoing and existing.

This instrument is executed and delivered pursuant to, and for the consideration provided in, an Agreement and Plan of Reorganization dated as of September 10, 2006 among Assignor, Assignee and certain other parties named therein ("Reorganization Agreement"). This instrument is made strictly upon the terms and conditions set forth in the Reorganization Agreement and is without any additional warranties or undertakings of any kind other than as set forth in the Reorganization Agreement or herein.

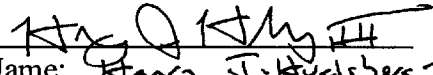
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10<sup>th</sup> IN WITNESS WHEREOF, this instrument has been signed on behalf of Assignor this day of September, 2006.

TRADER PUBLISHING COMPANY

By:   
Conrad M. Hall  
President and Chief Executive Officer

ATTEST:

  
Name: Kara J. Kuehlsbers, III  
Title: Attorney

**EXHIBIT A**

U.S. Marks

<i>MARK</i>	<i>REGISTRATION NO./ (APPLICATION NO.)</i>	<i>REGISTRATION DATE/ (FILING DATE)</i>
AMERICA'S RACE FAN MAGAZINE	2,245,247	May 11, 1999
AUTO & TRUCK SWAPPER	2,901,426	November 9, 2004
AUTO DEALS	2,422,991	January 23, 2001
AUTO EXTRA.COM (Stylized)	(76/624,638)	(December 14, 2004)
AUTO EXTRA.COM	3,112,485	July 4, 2006
AUTO MART	1,569,635	December 5, 1989
AUTO MART	2,301,301	December 21, 1999
AUTO MART.COM	(78/805,564)	(February 2, 2006)
AUTO MERCADO	(78/669,109)	(July 13, 2005)
AUTOMART.COM	(78/579,447)	(March 3, 2005)
AUTOMERCADO.COM	(78/662,419)	(July 1, 2005)
AUTOS EN ESPANOL	2,427,691	February 6, 2001
BARGAIN POST	1,059,905	February 22, 1977
CAR & TRUCK MARKET	2,668,322	December 31, 2002
CAR DEALS	2,006,254	October 8, 1996
DEALS ON WHEELS	1,320,674	February 19, 1985
DEALS ON WHEELS	2,308,694	January 18, 2000
MOTORLINK	2,909,955	December 14, 2004
RACING MILESTONES	2,888,056	September 28, 2004
RACING MILESTONES	2,888,071	September 28, 2004
SPECIALTY CAR MARKETPLACE	1,642,066	April 23, 1991
THE SWAP SHEET	1,272,676	April 3, 1984
TRADIN' POST	0952001	January 30, 1973
TRADIN' TIMES	0949829	February 2, 1973
TRADIN' TIMES	1,147,318	February 17, 1981
TRADING POST	2,482,260	August 28, 2001
TRUCK MART	(76/075,444)	(January 22, 2000)
TRUCK SWAPPER	2,397,389	October 24, 2000

TRUCK, RACE, CYCLE AND REC. MARKETPLACE	2,664,935	December 24, 2002
TRUCK, RACE, CYCLE AND REC. MARKETPLACE	2,603,731	August 6, 2002
WHEELER DEALER	2,003,824	October 1, 1996
WHEELS & DEALS	1,542,481	June 6, 1989