

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:	09/10/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TRADER PUBLISHING COMPANY		11/01/2006	PARTNERSHIP: VIRGINIA

RECEIVING PARTY DATA

Name:	COX AUTO TRADER, INC.
Street Address:	6205 Peachtree Dunwoody Road
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30328
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2634038	QUARTER MILE THUNDER

CORRESPONDENCE DATA

Fax Number: (404)541-4753
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 404-815-6166
 Email: miskowitz@kilstock.com
 Correspondent Name: Christine James / Kilpatrick Stockton
 Address Line 1: 1100 Peachtree Street
 Address Line 2: Suite 2800
 Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	T2140/202816
NAME OF SUBMITTER:	Christine P. James
Signature:	/cpj/

OP \$40.00 2634038

Date:

03/21/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

(Trader to CAT)

KNOW ALL MEN BY THESE PRESENTS, that TRADER PUBLISHING COMPANY, a Virginia general partnership ("Assignor"), owns the following trademark (the "Mark") which is registered in the United States Patent and Trademark Office:

<i>MARK</i>	<i>REGISTRATION NO.</i>	<i>REGISTRATION DATE</i>
QUARTER MILE THUNDER	2,634,038	October 15, 2002

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 Mark, including all registrations thereof and/or applications with respect thereto, together with all of the goodwill of the business in connection with which the Mark is used or is 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, any and all renewals and extensions thereof.

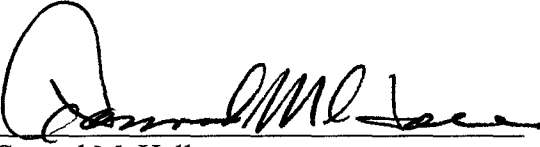
Assignee is a successor to the portion of Assignor's business to which the Mark pertains and such business is ongoing and existing.

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 of herein.

[Remainder of page intentionally left blank – signature page follows.]

IN WITNESS WHEREOF, this instrument has been signed on behalf of Assignor this
_____ day of ~~September~~ 2006.
November 1

TRADER PUBLISHING COMPANY

By: 
Conrad M. Hall
President and Chief Executive Officer

ATTEST:

Name: _____
Title: _____