

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the nature of conveyance to indicate an assignment of the entire interest and the goodwill previously recorded on Reel 003019 Frame 0892. Assignor(s) hereby confirms the assignment of the entire interest and goodwill by Heartland Automotive Services, Inc. to Heartland Automotive Services II, Inc..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Heartland Automotive Services, Inc.		05/31/2004	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Heartland Automotive Services II, Inc.
Street Address:	11308 Davenport Street
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68154
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2574722	SERVICE ALERT

CORRESPONDENCE DATA

Fax Number: (312)577-4688
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (312)577-8416
 Email: carole.dobbins@kattenlaw.com
 Correspondent Name: Carole Dobbins c/o Katten Muchin
 Address Line 1: 525 W. Monroe St.
 Address Line 4: Chicago, ILLINOIS 60661

ATTORNEY DOCKET NUMBER:	215577-00014
NAME OF SUBMITTER:	Carole Dobbins

CH \$40.00 2574722

Signature:

/Carole Dobbins/

Date:

04/11/2007

Total Attachments: 4

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying
HEARTLAND AUTOMOTIVE SERVICES, INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **MN**
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
HEARTLAND AUTOMOTIVE SERVICES II, 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 Merger
 Security Agreement Change of Name
 Other _____

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 **1**

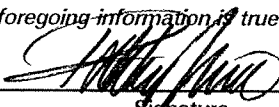
7. Total fee (37 CFR 3.41) \$ **40.00**

8. Deposit account number:
00000000

(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

Total number of pages including cover sheet, attachments, and document: **2**

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

GENERAL ASSIGNMENT

This Assignment is made effective as of the 31st day of May, 2004, by Heartland Automotive Services, Inc., a Minnesota corporation ("Assignor"), in favor of Heartland Automotive Service II, Inc., a Delaware corporation ("Assignee").

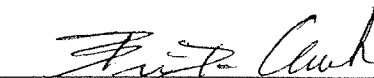
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is acknowledged, Assignor does hereby assign, sell, transfer, convey and deliver to Assignee and its successors and assigns any right, title, or interest Assignor has or may have in and to the "Service Alert" servicemark and trademark (Reg. No. 2,574,722), and U.S. Patent No. 6,480,105 for Method and Device for Alerting Owners of Recommended Vehicle Maintenance (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.

**HEARTLAND AUTOMOTIVE
SERVICES, INC.**

By: 
Brian D. Clark, CFO

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