

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the nature of conveyance to indicate the assignment of the entire interest the and goodwill previously recorded on Reel 003019 Frame 0894. Assignor(s) hereby confirms the assignment of the entire interest and goodwill by Auto Advisors, L.L.C. to Heartland Automotive Services, Inc..		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Auto Advisors, L.L.C.		05/31/2004	LIMITED LIABILITY COMPANY: NEBRASKA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Heartland Automotive Services, Inc.		
<b>Street Address:</b>	11308 Davenport Street		
<b>City:</b>	Omaha		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68154		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2574722	SERVICE ALERT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)577-4688		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(312)577-8416		
<b>Email:</b>	carole.dobbins@kattenlaw.com		
<b>Correspondent Name:</b>	Carole Dobbins c/o Katten Muchin		
<b>Address Line 1:</b>	525 W. Monroe St.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		
<b>ATTORNEY DOCKET NUMBER:</b>	215577-00014		
<b>NAME OF SUBMITTER:</b>	Carole Dobbins		

**CH \$40.00 2574722**

Signature:	/Carole Dobbins/
Date:	04/11/2007
Total Attachments: 4 source=3019 0894#page1.tif source=3019 0894#page2.tif source=3019 0894#page3.tif source=3019 0894#page4.tif	

# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

Tab settings

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

1. Name of conveying  
AUTO ADVISORS, L.L.C.

- Individual(s)
- General Partnership
- Corporation-State NE
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

HEARTLAND AUTOMOTIVE SERVICES, 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
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

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



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

8. Deposit account number:

000000

(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 31<sup>st</sup> day of May, 2004, by Auto Advisors, L.L.C., a Nebraska limited liability company ("Assignor") in favor of Heartland Automotive Services, Inc., a Minnesota 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 and all of Assignor's assets, of every kind and description, including any right, title, or interest Assignor has or may have in and to any property, whether real or personal, tangible and intangible, including goodwill, and including without limitation, the "Service Alert" servicemark and trademark (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.

*Auto Advisors,*  
**HAS PROPERTIES, L.L.C.,**  
a Nebraska limited liability company

By: *Eric J. Cook*

*By:* **HAS HOLDINGS, INC.** a Delaware corporation, Sole Member

By: *Roy J. Schumacher*  
Roy J. Schumacher, CEO