

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Autobytel Inc.		06/18/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Retention Performance Marketing, Inc.		
Street Address:	18872 MacArthur Boulevard		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612-1400		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2831251	RPM	
Registration Number:	2848217	RPM RETENTION PERFORMANCE MARKETING	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-760-0404		
Email:	efiling@kmob.com		
Correspondent Name:	Tirzah Abe Lowe		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	AUTOB.215T/216T		
NAME OF SUBMITTER:	Tirzah Abe Lowe		
Signature:	/Tirzah Abe Lowe/		
Date:	06/19/2007		

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Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of June 13, 2007, by and between Autobytel Inc., a Delaware corporation having a principal place of business at 18872 MacArthur Boulevard, Irvine, CA 92612-1400 (hereinafter "ASSIGNOR"), and RETENTION PERFORMANCE MARKETING, INC., a Delaware corporation having a place of business at 18872 MacArthur Boulevard, Irvine, CA 92612-1400 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR developed and owns rights in the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the trademark registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Registrations");

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and Registrations; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and the Registrations.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks set forth in Schedule A and the Registrations set forth in Schedule B, and any and all other rights appurtenant thereto, including, but not limited to, any and all common law rights, causes of action, and the right to recover for past infringement.

Executed at Irvine, California, this 13 day of June, 2007.

AUTOBYTEL INC.

By: 

Name: Ariel Amir

Title: Executive VP, Chief Legal & Administrative Officer

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SCHEDULE A TO TRADEMARK ASSIGNMENT

Trademarks:

RPM



SCHEDULE B TO TRADEMARK ASSIGNMENT

U.S. Federal Trademark Registrations:

<u>Mark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Intl. Class</u>
RPM	76/351,329	2831251	35
	76/351,138	2848217	35