

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
AdMission Corporation		05/05/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Cobalt Group, Inc.		
Street Address:	2200 First Avenue S, Suite 400		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98134		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78712092	SPOTLIGHT ADS	
Serial Number:	76580369	ADMISSION	
Serial Number:	78712080	SPOTLIGHT	
CORRESPONDENCE DATA			
Fax Number:	(206)386-7500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2066240900		
Email:	hpbirge@stoel.com		
Correspondent Name:	Holly Birge		
Address Line 1:	600 University Street, Suite 3600		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	25343-62		
NAME OF SUBMITTER:	Holly Birge		
Signature:	/Holly Birge/		

OP \$90.00 78712092

Date:

05/05/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

AdMission Corporation, a Delaware corporation (“Assignor”) is the owner of the following trademarks (the “Marks”), registered or pending with the United States Patent and Trademark Office:

Mark	Serial No.	Reg. No.	Registration Date	Status
SPOTLIGHT ADS	78712092	3297316	09-25-2007	Registered
ADMISSION	76580369	3216126	03-06-2007	Registered
SPOTLIGHT	78712080	N/A	N/A	Pending

Pursuant to that certain Asset Purchase Agreement between Assignor and UCC Holdings, Inc., a wholly owned subsidiary of The Cobalt Group, Inc., Assignor wishes to transfer the Marks to The Cobalt Group, Inc., a Washington corporation (“Assignee”).


For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its entire right, title and interest in and to the Marks and their related federal registrations, together with the goodwill of the business associated with the Marks, with all rights of action, powers and benefit to the Marks, due or accrued, including the right to sue for and recover in the Assignee’s own name and that of its successors and assigns and other legal representatives all remedies of every nature, including without limitation rights to injunctive relief, damages, profits, costs and attorney fees, arising out of past infringement of the Marks, or injury to the related goodwill.

Signature page follows

[Signature Page to the Assignment of Trademarks]

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademarks this 5 day of May, 2008.

ADMISSION CORPORATION

By: 
Name: SARAH PATE
Title: PRESIDENT & CEO