

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cox Auto Trader, L.L.C.		11/18/2009	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Autotrader.Com, Inc.		
<b>Street Address:</b>	5775 Peachtree Dunwoody Drive		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30342		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3271840	AUTO MART .COM	
Registration Number:	1569635	AUTO MART	
Registration Number:	2301301	AUTO MART	
Registration Number:	3156454	AUTOMART.COM	
Registration Number:	3188924	AUTOMERCADO.COM	
Registration Number:	3619400	AUTOMART	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)776-4981		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(202) 776-2929		
<b>Email:</b>	trademark@dowlohnes.com		
<b>Correspondent Name:</b>	Mitchell H. Stabbe		
<b>Address Line 1:</b>	1200 New Hampshire Avenue, N.W.		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		

OP \$165.00 3271840

ATTORNEY DOCKET NUMBER:	06515:0401:0001
NAME OF SUBMITTER:	Mitchell H. Stabbe
Signature:	/Mitchell H. Stabbe/
Date:	11/19/2009
Total Attachments: 2 source=Autotrader.Com, Inc. assignment#page1.tif source=Autotrader.Com, Inc. assignment#page2.tif	

## TRADEMARK ASSIGNMENT

This Assignment Agreement ("Agreement") entered into by and between Cox Auto Trader, L.L.C. ("Assignor"), a Delaware limited liability company, located at 6205 Peachtree Dunwoody Road, Atlanta, GA 30328, United States and Autotrader.Com, Inc. ("Assignee"), a Delaware corporation, located at 5775 Peachtree Dunwoody Road, Atlanta, GA 30342, United States.

WHEREAS, Assignor is the record owner of the marks listed on Attachment A hereto (the "Marks") and the registrations thereof;

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Marks, the registrations thereof, and the goodwill associated therewith, pursuant to this Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns all of Assignor's right, title, and interest in and to the Marks, including the registrations thereof and the goodwill of the businesses symbolized thereby.

Signed this 18<sup>th</sup> day of November, 2009.

COX AUTO TRADER, L.L.C.

By: 

\_\_\_\_\_  
Andrew A. Merdek  
Secretary

ATTACHMENT A

TRADEMARKS AND SERVICE MARKS

Country/State	Mark	Registration No. (Serial No.)
United States	AUTO MART.COM	3,271,840
United States	AUTO MART	1,569,635
United States	AUTO MART	2,301,301
United States	AUTOMART.COM	3,156,454
United States	AUTOMART and DESIGN <b>automart</b>	(77/615924)
Illinois	AUTO MART	94315
United States	AUTOMERCADO.COM	3,188,924

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