

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/01/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Cox Auto Trader, L.L.C.		04/27/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	AutoTrader.com, Inc.
Street Address:	5775 Peachtree Dunwoody Drive
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30342
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3571134	THE ULTIMATE AUTOMOTIVE MARKETPLACE
Registration Number:	1320674	DEALS ON WHEELS
Registration Number:	2308694	DEALS ON WHEELS

CORRESPONDENCE DATA

Fax Number: (202)776-4351
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2027762351
 Email: trademark@dowlohnes.com
 Correspondent Name: Kristin M. Leavy
 Address Line 1: Dow Lohnes PLLC
 Address Line 2: 1200 New Hampshire Suite 800
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER: 08360.0002

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**TRADEMARK
 REEL: 004193 FRAME: 0925**

NAME OF SUBMITTER:	Kristin M. Leavy
Signature:	/Kristin M. Leavy/
Date:	04/27/2010
Total Attachments: 1 source=CAT to ATC Trademark Assignment#page1.tif	

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, Georgia 30328, and AutoTrader.com, Inc. ("Assignee"), a Delaware corporation, located at 5775 Peachtree Dunwoody Drive, Atlanta Georgia 30342, is entered into *nunc pro tunc* with an effective date of February 1, 2009.

WHEREAS, Assignor is the owner of the following marks (the "Marks"), which are registered in the United States Patent and Trademark Office:

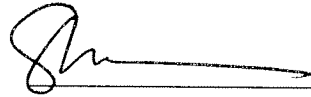
<u>Mark</u>	<u>Reg. Number</u>	<u>Reg. Date</u>
THE ULTIMATE AUTOMOTIVE MARKETPLACE	3,571,134	February 10, 2009
DEALS ON WHEELS	1,320,674	February 19, 1985
DEALS ON WHEELS	2,308,694	January 18, 2000

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Marks, the registrations therefor, 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 to Assignee all of Assignor's right, title, and interest in and to the Marks, including the registrations therefor and the goodwill of the business symbolized thereby.

Signed this 27th day of April, 2010.


COX AUTO TRADER, L.L.C.

By: 
 Name: _____
 Title: Shauna J. Sullivan
 Secretary

STATE OF GEORGIA:)
)
 COUNTY OF Fulton)

ss:

Subscribed and sworn to before me this 27th day of April, 2010.


 Notary Public

My Commission Expires: 10/18/2011

