

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Persistence Media LLC		10/14/2010	LIMITED LIABILITY COMPANY: MAINE
<b>RECEIVING PARTY DATA</b>			
Name:	Edmunds.com, Inc.		
Street Address:	1620 16th Street		
Internal Address:	Suite 400 South		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3028245	INSIDE LINE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(214)953-1121		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-953-1181		
Email:	eevert@hitchcockever.com, sroberts@hitchcockever.com, docket@hitchcockever.com		
Correspondent Name:	Elisabeth A. Evert		
Address Line 1:	P O Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	EDMU-35945-US		
NAME OF SUBMITTER:	Elisabeth A. Evert		
Signature:	/Elisabeth A. Evert/		

OP \$40.00 3028245

**900174485**

**TRADEMARK**  
**REEL: 004300 FRAME: 0669**

Date:

10/20/2010

Total Attachments: 1

source=101014 Assignment to Edmunds com Inc - INSIDE LINE#page1.tif

CONFIRMATORY ASSIGNMENT OF TRADEMARK RIGHTS

This Confirmatory Assignment of Trademark Rights ("Agreement"), dated as of October 14, 2010 (the "Effective Date"), is by and between Persistence Media LLC ("Assignor"), a Maine limited liability company, having an address of 582 Congress Street, Portland, Maine 04101, and Edmunds.com, Inc., ("Assignee") a New York corporation having an address of 1620 16<sup>th</sup> Street, Suite 400 South, Santa Monica, California 90404.

WHEREAS, Assignor is the owner of United States Trademark Registration Number 3,028,245 for INSIDE LINE, registered on December 13, 2005, for use in connection with "entertainment, namely ongoing television programs in the field of motor sports" in International Class 41 (the "Mark"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark, as well as all goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents sells, assigns and transfers unto Assignee and its successors, assigns and legal representatives, all right, title and interest in and to the Mark, including the right to sue for and to collect past damages, together with the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Agreement to be effective as of the Effective Date.

Persistence Media LLC (Assignor)

Edmunds.com, Inc. (Assignee)

By: Gene Landry

By: Kenneth Levin

Gene Landry  
Printed Name

Kenneth Levin  
Printed Name

Title: President

Title: Executive Vice President

Date: 10/07/2010

Date: 10/14/10