

**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>
Manheim Remarketing, Inc. d/b/a Manheim Orlando		11/15/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Manheim, Inc.		
<b>Street Address:</b>	6205 Peachtree Dunwoody Road		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30328		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3795229	LANE ALERT	
<b>Registration Number:</b>	3830255	LANE ALERT! AND IT'S FREE! DON'T MISS A PROFIT OPPORTUNITY!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)776-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2027762929		
<b>Email:</b>	trademark@dowlohnes.com		
<b>Correspondent Name:</b>	Mitchell H. Stabbe, Esq.		
<b>Address Line 1:</b>	1200 New Hampshire Avenue, N.W. Ste. 800		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	LANE ALERT MARKS		
<b>NAME OF SUBMITTER:</b>	Mitchell H. Stabbe		
<b>Signature:</b>	/Mitchell H. Stabbe/		

OP \$65.00 3795229

Date:


11/17/2010

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Manheim Remarketing, Inc. d/b/a Manheim Orlando ("Assignor"), a Delaware corporation, located at 6205 Peachtree Dunwoody Road, Atlanta, Georgia 30328 is the owner of the following service marks (the "Marks"), which are registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
LANE ALERT	3,795,229	March 8, 2010
LANE ALERT! AND IT'S FREE! DON'T MISS A PROFIT OPPORTUNITY and DESIGN 	3,830,255	August 10, 2010

WHEREAS, Manheim, Inc. ("Assignee"), a Delaware corporation, located at 6205 Peachtree Dunwoody Road, Atlanta, Georgia 30328, desires to acquire Assignor's right, title and interest in and to said Marks, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of Assignor's right, title, and interest in and to the Marks, including the goodwill of the business symbolized by the Marks.

Signed this 15 day of November 2010.

MANHEIM REMARKETING, INC. d/b/a  
MANHEIM ORLANDO

By: \_\_\_\_\_

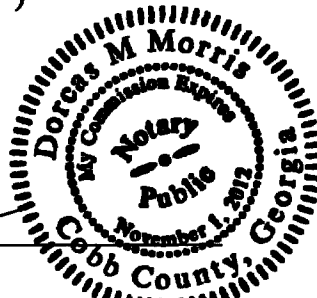
  
James Demetry  
Vice President

STATE OF GEORGIA            )  
  )  
COUNTY OF FULTON        )

ss:

Subscribed and sworn to before me  
this 15<sup>th</sup> day of November, 2010.

  
\_\_\_\_\_  
Notary Public



My Commission Expires: November 1, 2012