

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Change to Principle Owner Name		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Automotive.com, LLC		01/21/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Source Interlink Media, LLC		
<b>Street Address:</b>	831 South Douglas Street		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2750540	INTELLICHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)531-9376		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3105315990		
<b>Email:</b>	trademark@sorc.com, scott.spooner@sorc.com, elizabeth.valenciano@sorc.com		
<b>Correspondent Name:</b>	Scott J. Spooner		
<b>Address Line 1:</b>	831 South Douglas Street		
<b>Address Line 4:</b>	El Segundo, CALIFORNIA 90245		
<b>NAME OF SUBMITTER:</b>	Scott J. Spooner		
<b>Signature:</b>	/Scott J. Spooner/		
<b>Date:</b>	01/21/2011		

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Total Attachments: 1  
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**TRADEMARK**  
**REEL: 004458 FRAME: 0635**



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January 21, 2011

**Submitted Electronically**

Mail Stop: Assignment Recordation Services  
Director of the U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

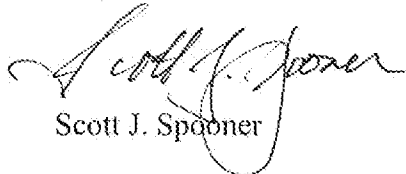
Dear Sir or Madam:

The undersigned is counsel and correspondent of record for Registration No. 2750540 for the mark INTELLICHOICE. The registrant of record for Registration No. 2750540 is Automotive.com, LLC. Automotive.com, LLC is a wholly-owned subsidiary of Source Interlink Media, LLC.

Source Interlink Media, LLC hereby requests that the U.S. Patent & Trademark Office assign Registration No. 2750540 from Automotive.com, LLC to Source Interlink Media, LLC. Again, Source Interlink Media, LLC is the parent company of Automotive.com, LLC and wishes to hold Registration No. 2750540 in the name of Source Interlink Media, LLC.

Please contact the undersigned if you have any questions concerning the assignment request from Source Interlink Media, LLC.

Very truly yours,



Scott J. Spooner