

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Source Interlink Magazines, LLC | | 06/06/2011 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Source Interlink Media, LLC | | |
| Street Address: | 831 South Douglas Street | | |
| City: | El Segundo | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90245 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85137616 | INTELLICHOICE AUTO BUYING PROGRAM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (310)531-9376 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
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| Correspondent Name: | Scott J. Spooner | | |
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| NAME OF SUBMITTER: | Scott J. Spooner | | |
| Signature: | /Scott J. Spooner/ | | |
| Date: | 06/06/2011 | | |
| Total Attachments: 1 source=85137616 INTELLICHOICE AUTO BUYING PROGRAM#page1.tif | | | |

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June 6, 2011

U.S. Patent & Trademark Office

Dear Sir or Madam:

The undersigned is counsel and correspondent of record for U.S. Serial No. 85/137616 for the mark INTELLICHOICE AUTO BUYING PROGRAM. The applicant of record for U.S. Serial No. 85/137616 is Source Interlink Magazines, LLC. Source Interlink Magazines, 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 U.S. Serial No. 85/137616 from Source Interlink Magazines, LLC to Source Interlink Media, LLC. Again, Source Interlink Media, LLC is the parent company of Source Interlink Magazines, LLC and wishes to hold U.S. Serial No. 85/137616 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/

Scott J. Spooner