

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Cobalt Group, Inc.		06/17/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	ADP Dealer Services, Inc.
<b>Street Address:</b>	1950 Hassell Road
<b>City:</b>	Hoffman Estates
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60195
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	3216126	ADMISSION
Registration Number:	3374633	COBALT
Registration Number:	1915360	DEALERNET
Registration Number:	3168452	DEALIX
Registration Number:	3128910	E-ADVANTAGE
Registration Number:	2524391	MOTORPLACE.COM
Registration Number:	3119121	ONSTATION
Registration Number:	3297316	SPOTLIGHT ADS
Registration Number:	2266514	WEBEDGE

**CORRESPONDENCE DATA**

Fax Number: (650)798-6701  
 Phone: 650-798-6700  
 Email: sfdocket@klgates.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

**900206994**

**TRADEMARK  
 REEL: 004660 FRAME: 0225**

**CH \$240.00 3216126**

Correspondent Name: Christine B. Redfield, Esq., K&L Gates  
Address Line 1: 630 Hansen Way  
Address Line 4: Palo Alto, CALIFORNIA 94304

ATTORNEY DOCKET NUMBER:	1402063/ASS TO ADP DEALER
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NAME OF SUBMITTER:	Christine B. Redfield, Esq.
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Signature:	/Christine B. Redfield/
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Date:	11/11/2011
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Total Attachments: 2  
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source=Change of Name from Cobalt to ADP Dealer Services#page2.tif

# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "THE COBALT GROUP, INC.", CHANGING ITS NAME FROM "THE COBALT GROUP, INC." TO "ADP DEALER SERVICES, INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2011, AT 1:30 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JULY, A.D. 2011, AT 1:30 O'CLOCK P.M.

4438348 8100

110734895

You may verify this certificate online  
at [corp.delaware.gov/authvez.shtml](http://corp.delaware.gov/authvez.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 8845373

DATE: 06-20-11

TRADEMARK  
REEL: 004660 FRAME: 0227

State of Delaware  
Secretary of State  
Division of Corporations  
Delivered 01:02 PM 06/17/2011  
FILED 01:30 PM 06/17/2011  
SRV 110734895 - 4438348 FILE

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

The corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** That at a meeting of the Board of Directors of  
The Cobalt Group, Inc.

resolutions were duly adopted setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, that the Certificate of Incorporation of this corporation be amended by changing the Article thereof numbered "First" so that, as amended, said Article shall be and read as follows:

**First:** The name of the company is ADP Dealer Services, Inc.

**SECOND:** That thereafter, pursuant to resolution of its Board of Directors, a special meeting of the stockholders of said corporation was duly called and held upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statute were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**FOURTH:** The effective date of this amendment shall be July 1, 2011 at 1:30 P.M. EST.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 17th day of June, 2011.

By: Bruce Wechsler  
Authorized Officer  
Title: Asst. Secretary

Name: Bruce Wechsler  
Print or Type