

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Manheim, Inc.		03/28/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Union Hill Exchange, LLC		
Street Address:	100 Sugar Lake Drive		
City:	Canton		
State/Country:	GEORGIA		
Postal Code:	30115		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85349404	STEEL HORSE RIDE4RESEARCH	
Serial Number:	85349408	RIDE4RESEARCH	
CORRESPONDENCE DATA			
Fax Number:	(202)776-4981		
Phone:	(202) 776-2642		
Email:	trademark@dowlohnes.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Jonathan Dunn c/o Dow Lohnes PLLC		
Address Line 1:	1200 New Hampshire Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	06063.0121		
NAME OF SUBMITTER:	Jonathan Dunn		
Signature:	/Jonathan Dunn/		
Date:	03/28/2012		
Total Attachments: 1 source=Manheim-Silver Hill Exchange Assignment Agreement#page1.tif			

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ASSIGNMENT

This Assignment Agreement ("Agreement") is entered into by and between Manheim, Inc. ("Assignor"), a Delaware corporation, located at 6205 Peachtree Dunwoody Road, Atlanta, GA 30328, and Union Hill Exchange, LLC ("Assignee"), a Georgia limited liability company, located at 100 Sugar Lake Drive, Canton, GA 30115.

WHEREAS, Assignor is the owner of the following service marks (the "Marks"), which are the subject of pending applications in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Serial Number</u>	<u>Date Filed</u>
STEEL HORSE RIDE4RESEARCH	85/349,404	June 17, 2011
RIDE4RESEARCH and DESIGN	85/349,408	June 17, 2011

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in and to the Marks, the pending applications thereof, and the goodwill associated therewith, pursuant to this Agreement;

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

Signed this 28th day of March, 2012.

MANHEIM, INC.

By: _____

Charles Bowen
Charles Bowen
Assistant Corporate Secretary

State of Georgia)
County of Fulton)

ss:

Subscribed and sworn to before me
this 28th day of March, 2012.

Barbara Williamson
Notary Public

My Commission Expires: February 10, 2016

