

## 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
Hurley & Frank Industries, Inc.		08/27/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dealer Dot Com, Inc.		
Street Address:	1 Howard Street		
City:	Burlington		
State/Country:	VERMONT		
Postal Code:	05401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4036025	HEARFORWARD	
CORRESPONDENCE DATA			
Fax Number:	8028627512		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	802-863-2375		
Email:	tmip@drm.com		
Correspondent Name:	Cathleen E. Stadecker, Esq.		
Address Line 1:	199 Main Street		
Address Line 4:	Burlington, VERMONT 05401		
ATTORNEY DOCKET NUMBER:	13331-021UST1		
NAME OF SUBMITTER:	Cathleen E. Stadecker		
Signature:	/Cathleen E. Stadecker/		
Date:	08/28/2012		
Total Attachments: 1 source=HEARFORWARD_Assignment_HurlyFrankIndustriestoDealerDotCom#page1.tif			

OP \$40.00 4036025

## ASSIGNMENT OF TRADEMARK

WHEREAS, Hurley & Frank Industries, Inc., a Delaware corporation, having a place of business at 210 Colchester Avenue, Burlington, Vermont 05401 ("Assignor") is the owner of U.S. Trademark Registration No. 4,036,025 for the trademark HEARFORWARD to identify "Data processing and business data analysis of business and consumer data obtained from social web sites and related software applications that operate on the Internet" (the "Service Mark Registration").

WHEREAS, Dealer Dot Com, Inc., a corporation of Delaware, having a place of business at 1 Howard Street, Burlington, Vermont 05401 ("Assignee") is desirous of acquiring the Service Mark Registration, together with Assignor's entire right, title and interest in and to the mark HEARFORWARD, all common law rights therein, as well as the goodwill of Assignor's business connected with the use of and symbolized by the HEARFORWARD mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor does hereby assign unto Assignee (i) all of Assignor's rights in the Service Mark Registration; (ii) all of Assignor's right, title and interest in and to the mark HEARFORWARD; (iii) all of Assignor's common law rights in the HEARFORWARD mark; (iv) the goodwill of Assignor's business connected with the use of and symbolized by the HEARFORWARD mark; and (v) all of Assignor's rights to damages and profits, due or accrued, arising out of past infringements of the HEARFORWARD mark, and the right to sue and recover for same.

Dated this 27 day of August, 2012.

HURLEY & FRANK INDUSTRIES, INC.

By: 

Sean Hurley

Chief Executive Officer

DRM.13580344.1