

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
Traffic.com, Inc.		11/07/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	NAVTEQ B.V.
Street Address:	DeRun 1115
City:	5503 LB Veldhoven
State/Country:	NETHERLANDS
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2661619	TRAFFIC.COM
Registration Number:	2590868	TRAFFIC PULSE
Registration Number:	2599763	KEYROUTE
Registration Number:	2560361	TIME IS ON YOUR SIDE
Registration Number:	2626421	MOBILITY TECHNOLOGIES
Registration Number:	2668747	DIGITAL TRAFFIC PULSE
Registration Number:	2680551	MOBILITY TECHNOLOGIES
Registration Number:	2695462	TRAFFIC PULSE NETWORKS
Registration Number:	3551468	TRAFFIC.COM2GO
Registration Number:	2704639	MYTRAFFICNEWS
Registration Number:	3021886	JAM FACTOR
Registration Number:	3259397	TRAFFICSYNC
Registration Number:	3277225	TRAFFICONE
Registration Number:	3403125	TRAFFICPRO
Registration Number:	3129494	TRAFFIC.COM

OP \$490.00 2661619

Registration Number:	3277244	TRAFFICMAGNET
Registration Number:	3123716	TRAFFICPULSE.COM
Registration Number:	3206056	JAMCAST
Registration Number:	3290866	TRAFFIC.COM511

CORRESPONDENCE DATA

Fax Number: 3123609315
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 3123600080
Email: smelby@gbclaw.net
Correspondent Name: Greer, Burns & Crain, Ltd.
Address Line 1: 300 South Wacker Drive
Address Line 2: Suite 2500
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER: 100684 TRAFFIC.COM ASSIG

DOMESTIC REPRESENTATIVE

Name: Greer, Burns & Crain, Ltd.
Address Line 1: 300 South Wacker Drive
Address Line 2: Suite 2500
Address Line 4: Chicago, ILLINOIS 60606

NAME OF SUBMITTER: Amy C. Ziegler

Signature: /Amy C. Ziegler/

Date: 11/20/2012

Total Attachments: 2
source=Traffic.to.NAVTEQ.BV#page1.tif
source=Traffic.to.NAVTEQ.BV#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Traffic.com, Inc., a corporation formed under the laws of Delaware and having a principal place of business at c/o NAVTEQ North America, Legal Dept., 425 W. Randolph Street, Suite 1200, Chicago, Illinois 60606 USA (hereinafter, "ASSIGNOR"), is the owner of record of all right, title, and interest in and to the Trademarks listed in Exhibit A attached hereto (hereinafter, collectively referred to as the "Trademarks").


WHEREAS, NAVTEQ B.V., a corporation formed under the laws of The Netherlands and having a principal place of business at DeRun 1115, 5503 LB Veldhoven, The Netherlands (hereinafter, "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to said Trademarks, together with the appurtenant goodwill symbolized by said Trademarks.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE the full and exclusive right, title and interest in and to said Trademarks including any word marks, stylized versions and designs and any registrations or applications therefor, along with the goodwill of the business symbolized by said Trademarks, in the United States and any other countries worldwide, effective September 28, 2012.

Traffic.com, Inc.
(Assignor)

Date: Nov. 1, 2012


Name: Janet Lee
Title: Vice President, Legal and IP

NAVTEQ B.V.
(Assignee)

Date: 7th Nov 2012

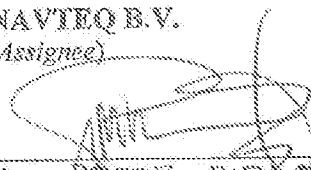

Name: PETER MEIJERING
Title: MANAGING DIRECTOR

Exhibit A

U.S. Application Serial No.	U.S. Registration No.	Mark
76157680	2661619	TRAFFIC.COM
76157681	2590868	TRAFFIC PULSE
76167223	2599763	KEYROUTE
76167224	2560361	TIME IS ON YOUR SIDE
76221765	2626421	MOBILITY TECHNOLOGIES
76359390	2668747	DIGITAL TRAFFIC PULSE
76379051	2680551	MOBILITY TECHNOLOGIES and Design
76405338	2695462	TRAFFIC PULSE NETWORKS
77355446	3551468	TRAFFIC.COM200
78076070	2704639	MYTRAFFICNEWS
78359650	3021886	JAM FACTOR
78699807	3259397	TRAFFICSYNC
78699811	3277225	TRAFFICONE
78699817	3403125	TRAFFICPRO
78699829	3129494	TRAFFIC.COM and Design
78701498	3277244	TRAFFICMAGNET
78701662	3123716	TRAFFICPULSE.COM and Design
78855659	3206056	JAMCAST
78887978	3290866	TRAFFIC.COM511

Other Marks
TRAFFIC PRO