

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
ADP ProfitPoint Group, Inc.		02/19/2013	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	ADP Dealer Services, Inc.		
Street Address:	1950 Hassell Road		
City:	Hoffman Estates		
State/Country:	ILLINOIS		
Postal Code:	60195		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1401134	ASC	
Registration Number:	3884925	AUTOMOTIVE SERVICE CONSULTANTS	
CORRESPONDENCE DATA			
Fax Number:	6507986701		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(650) 798-6700		
Email:	PLTrademarks@klgates.com		
Correspondent Name:	Susan Hollander and Jocelyn Belloni, K&L		
Address Line 1:	630 Hansen Way		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	1402063.00001		
NAME OF SUBMITTER:	Jocelyn M. Belloni		
Signature:	/jocelyn m. belloni/		

Date:

04/19/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, ADP ProfitPoint Group, Inc., a Oregon corporation with its principal place of business at 100 S.E. Cleveland, Gresham, Oregon, 97080 (the "Assignor"), has adopted, used, is using, and is the owner of the following trademarks for which registrations were issued in the United States Patent and Trademark Office:

Trademark	Serial or Registration No.
ASC & Design	1,401,134
AUTOMOTIVE SERVICE CONSULTANTS, INC.	3,884,925

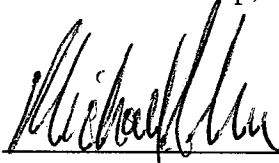
WHEREAS, ADP Dealer Services, Inc., a Delaware corporation, formerly known as Cobalt Group, Inc., with its principal place of business at 1950 Hassell Road, Hoffman Estates, Illinois, 60195 (the "Assignee") wishes to acquire all right, title and interest in said trademarks within the United States;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title, and interest in and to the said trademarks in the United States, together with the good will of the business symbolized by the trademarks as of July 1, 2011 ("Effective Date"). Assignor and Assignee hereby consent to and request recordation of this Assignment and further authorize and request that all official documents and communications relating to said trademarks issue and deliver to Assignee, its attorneys, agents, successors or assigns.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed and delivered as of the Effective Date, and Assignee has acknowledged the execution and delivery.

Dated: 2/19/13

ADP ProfitPoint Group, Inc.

By: 

Name: Michael A. Bonarti
Title: President

STATE OF NEW JERSEY
COUNTY OF Essex

On this 19 day of February, 2013, before me a Notary Public, personally appeared Michael A. Benarti known personally to me to be the President of ADP, Inc. and that he/she, as such officer, being authorized so to do, executed the foregoing instrument for the purpose therein contained, by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Mary Bernadette Woods
Notary Public

MARY BERNADETTE WOODS
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES AUGUST 29, 2016

My commission expires: _____