

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------------------|----------|----------------|-----------------------|
| AutoNation Holding Corporation | | 01/13/2014 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | Auto USA, LLC |
| Street Address: | 18872 MacArthur Blvd., Suite 200 |
| City: | Irvine |
| State/Country: | CALIFORNIA |
| Postal Code: | 92612 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 11

| Property Type | Number | Word Mark |
|----------------------|----------|--|
| Registration Number: | 3403901 | AMERICA'S BEST ONLINE LEAD SOURCE |
| Registration Number: | 3367396 | ONLINE CUSTOMER ACQUISITION NETWORK |
| Registration Number: | 3434847 | MORE LEADS. MORE SALES. |
| Registration Number: | 3710658 | AUTOUSA ONLINE CUSTOMER ESTIMATOR |
| Registration Number: | 3515176 | AUTO USA ONLINE CUSTOMER ESTIMATOR |
| Registration Number: | 3633715 | AUTOUSA |
| Registration Number: | 3710659 | AUTOUSA |
| Registration Number: | 3257334 | AMERICA'S BEST SOURCE OF ONLINE CUSTOMER |
| Registration Number: | 4099770 | AUTOUSA POWER LISTINGS |
| Registration Number: | 4183412 | AUTOUSA INTERNET SALES SOLUTIONS |
| Serial Number: | 85696800 | PAYMENT PRO |

CORRESPONDENCE DATA

Fax Number: 2165790212

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

via US Mail.

Phone: 216-586-3939
Email: mwilkes@jonesday.com, pcyingier@jonesday.com
Correspondent Name: Meredith M. Wilkes
Address Line 1: 901 LAKESIDE AVENUE
Address Line 2: JONES DAY
Address Line 4: CLEVELAND, OHIO 44114

| | |
|-------------------------|----------------------|
| ATTORNEY DOCKET NUMBER: | 791610-600001 |
| NAME OF SUBMITTER: | Meredith M. Wilkes |
| Signature: | /Meredith M. Wilkes/ |
| Date: | 01/16/2014 |

Total Attachments: 3
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*"), dated as of January 13 2014 (the "*Effective Date*"), is made by and between AutoNation Holding Corporation., a Delaware corporation ("*Assignor*"), and Auto USA, LLC, a Delaware limited liability company ("*Assignee*").

WHEREAS, Assignor is the owner of the entire right, title, and interest in, to, and under the United States trademark registrations and application identified and set forth on Schedule A (collectively, the "*Trademarks*") and the goodwill associated with all of the foregoing; and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title, and interest in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby irrevocably conveys, assigns, transfers, and sets over to Assignee all of Assignor's right, title, and interest in and to the Trademarks, together with the goodwill of the business in connection with which the Trademarks are used, and all registrations, applications, renewals, and extensions of the foregoing, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all income, royalties, or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present, or future infringement or other unauthorized use of the Trademarks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representatives.


Assignor authorizes and requests the applicable government authorities to record Assignee as the assignee and owner of the Trademarks, and issue any and all registrations thereon to Assignee, as assignee of the entire right, title, and interest in, to, and under the same, for the sole use and enjoyment of Assignee and its successors, assigns, or other legal representatives.

Assignor agrees to execute any and all documents or instruments, and to perform such other acts as may be necessary or expedient to further the purposes of this Assignment.

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IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first above written.

AUTONATION HOLDING CORPORATION

By: 
Name: C. Coleman Edwards
Title: Assistant Secretary
Date: 1/13/14

SCHEDULE A

AMERICA'S BEST ONLINE LEAD SOURCE Registration Number 3,403,901

ONLINE CUSTOMER ACQUISITION NETWORK Registration Number 3,367,396

MORE LEADS. MORE SALES Registration Number 3,434,847

AUTOUSA ONLINE CUSTOMER ESTIMATOR Registration Number 3,710,658

AUTOUSA ONLINE CUSTOMER ESTIMATOR (Stylized) Registration Number 3,515,176

AUTOUSA (Stylized) Registration Number 3,633,715

AUTOUSA Registration Number 3,710,659

AMERICA'S BEST SOURCE OF ONLINE CUSTOMERS Registration Number 3,257,334

AUTOUSA POWER LISTINGS (Stylized & Design) Registration Number 4,099,770

AutoUSA Internet Sales Solutions & Star Design Registration Number 4,183,412

PAYMENT PRO Application Serial No. 85/696,800