

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM316514

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ADP Dealer Services, Inc.		08/28/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CDK Global, LLC		
Street Address:	1950 Hassell Road		
City:	Hoffman Estates		
State/Country:	ILLINOIS		
Postal Code:	60195		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 57			
Property Type	Number	Word Mark	
Registration Number:	3216126	ADMISSION	
Registration Number:	4429707	ADP SERVICEEDGE	
Registration Number:	3518477	ADP W.E.B.MENU	
Registration Number:	3250605	ADP W.E.B.SUITE	
Registration Number:	3290380	ADP W.E.B.SUITE	
Registration Number:	3130697	APPOINTMENT CYCLE	
Registration Number:	1401134	ASC	
Registration Number:	3884925	AUTOMOTIVE SERVICE CONSULTANTS	
Registration Number:	2947923	BD BOOT CAMP	
Registration Number:	3001292	BD COLLEGE	
Registration Number:	3304960	BD PROCESS	
Registration Number:	2144338	BDC	
Registration Number:	2160137	BDC SALES ADVISOR	
Registration Number:	2144340	BDM	
Registration Number:	2135543	BDS	
Registration Number:	4441079	BOU	
Registration Number:	3399427	BUZZ TRAK	
Registration Number:	2992065	CALL OF THE NATION	
Registration Number:	3374633	COBALT	
Registration Number:	3243151	CUSTOMER TOUCH	
TRADEMARK			

CH \$1440.00 3216126

Property Type	Number	Word Mark
Registration Number:	3190314	CUSTOMER TOUCH
Registration Number:	2986450	DATAFRESH
Registration Number:	3112907	DEALERCAP
Registration Number:	3105064	DEALERCAP
Registration Number:	1915360	DEALERNET
Registration Number:	2981020	DEALERSHIP OPERATING PLAN
Registration Number:	3073546	DEALERSUITE
Registration Number:	3168452	DEALIX
Registration Number:	2966873	DOP
Registration Number:	3206692	DOX
Registration Number:	1957653	KCML
Registration Number:	3107975	LASERSTATION
Registration Number:	3110704	LEADSONDEMAND
Registration Number:	2270102	LIGHTSPEED
Registration Number:	4133081	LIGHTSPEEDEVO
Registration Number:	4133082	LIGHTSPEEDNXT
Registration Number:	3488147	MENUVANTAGE
Registration Number:	1500736	MNI
Registration Number:	1471316	MNI
Registration Number:	2562093	PARTSCAN
Registration Number:	1781897	PARTSVOICE
Registration Number:	3627547	RESULTS MADE EASY
Registration Number:	3418206	SHOP CALLS
Registration Number:	2412251	TRAVER BD SYSTEM
Registration Number:	4518444	TRAVER BDI
Registration Number:	2167265	TRAVER TECHNOLOGIES
Registration Number:	2992086	TRAVER TECHNOLOGIES DRIVING FRONT-END SO
Registration Number:	2918029	VEHICLESCAN
Registration Number:	4164272	V-SEPT
Registration Number:	3551414	WEBCOMPOSITE
Registration Number:	2266514	WEBEDGE
Serial Number:	86092112	ADP COLLABORATION EDGE
Serial Number:	86012018	ADP DASH
Serial Number:	85861672	ADP FRONT OFFICE EDGE
Serial Number:	86118336	COBALT MARKET EDGE
Serial Number:	86181705	PROFITPULSE
Serial Number:	86181703	PROFITPULSE

CORRESPONDENCE DATA

TRADEMARK

REEL: 005359 FRAME: 0729

Fax Number: 4158828220

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: (650) 798-6700

Email: SFTrademarks@klgates.com

Correspondent Name: Susan Hollander and Jocelyn Belloni

Address Line 1: Four Embarcadero Center, Suite 1200

Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	1106733.00011
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NAME OF SUBMITTER:	Jocelyn M. Belloni
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SIGNATURE:	/jocelyn m. belloni/
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DATE SIGNED:	09/09/2014
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Total Attachments: 6

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Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "ADP DEALER SERVICES, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "ADP DEALER SERVICES, INC." TO "CDK GLOBAL, LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF AUGUST, A.D. 2014, AT 12:34 O'CLOCK P.M.

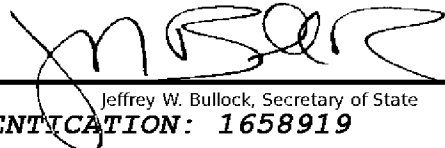
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE FIRST DAY OF SEPTEMBER, A.D. 2014, AT 10 O'CLOCK A.M.

4438348 8100V

141125139



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1658919

DATE: 08-29-14

TRADEMARK
REEL: 005359 FRAME: 0731

CERTIFICATE OF CONVERSION
OF
ADP DEALER SERVICES, INC.
(a Delaware corporation)

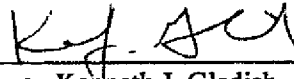
Pursuant to Section 18-214 of
the Delaware Limited Liability Act

It is hereby certified that:

1. The date the corporation was first formed is October 10, 2007 and the jurisdiction where the corporation was first formed is Delaware.
2. The name of the corporation immediately prior to the filing of this Certificate is ADP Dealer Services, Inc.
3. The name of the limited liability company as set forth in its Certificate of Formation is CDK Global, LLC.
4. The effective date and time of the conversion of the corporation to a limited liability company is September 1, 2014 at 10:00 a.m. (Eastern time).

[Remainder of page intentionally left blank]

Dated: August 28, 2014



Name: Kenneth J. Gladish
Title: Authorized Person

[Signature page to Certificate of Conversion of ADP Dealer Services, Inc.]

TRADEMARK
REEL: 005359 FRAME: 0733

Delaware

PAGE 2

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "CDK GLOBAL, LLC" FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF AUGUST, A.D. 2014, AT 12:34 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE FIRST DAY OF SEPTEMBER, A.D. 2014, AT 10 O'CLOCK A.M.

4438348 8100V

141125139




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 1658919

DATE: 08-29-14

You may verify this certificate online
at corp.delaware.gov/authver.shtml

TRADEMARK
REEL: 005359 FRAME: 0734

CERTIFICATE OF FORMATION

OF

CDK GLOBAL, LLC

The undersigned, an authorized natural person, for the purpose of forming a limited liability company, under the provisions and subject to the requirements of the State of Delaware (particularly Chapter 18, Title 6 of the Delaware Code and the acts amendatory thereof and supplemental thereto, and known, identified, and referred to as the "Delaware Limited Liability Company Act"), hereby certifies that:

FIRST: The name of the limited liability company (hereinafter called the "limited liability company") is CDK Global, LLC.

SECOND: The address of the registered office and the name and the address of the registered agent of the limited liability company required to be maintained by Section 18-104 of the Delaware Limited Liability Company Act are The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, County of New Castle, Delaware 19801.

THIRD: The effective date and time of the formation of the limited liability company is September 1, 2014 at 10:00 a.m. (Eastern time).

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the undersigned has executed this Certificate
of Formation on August 28, 2014.



Name: Kenneth J. Gladish
Title: Authorized Person

[Signature page to Certificate of Formation of CDK Global, LLC]