

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321423

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Snapshot Mobile Inc.		10/24/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Edmunds.com, Inc.		
Street Address:	1620 26th Street, Suite 400 South		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4197437	CARCODE.ME	
CORRESPONDENCE DATA			
Fax Number:	2149531121		
<i>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.</i>			
Phone:	214-953-1181		
Email:	docket@hitchcockevert.com		
Correspondent Name:	Elisabeth A. Evert, Esq.		
Address Line 1:	P.O. Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	EDMU-38300-US		
NAME OF SUBMITTER:	Elisabeth A. Evert		
SIGNATURE:	/Elisabeth A. Evert/		
DATE SIGNED:	10/28/2014		
Total Attachments: 1			
source=141024 Confirmatory Trademark Assignment - Reg No 4197437#page1.tif			

OP \$40.00 4197437

CONFIRMATORY ASSIGNMENT OF TRADEMARK RIGHTS

This Confirmatory Assignment of Trademark Rights ("Agreement"), dated as of October 24, 2014 (the "Effective Date"), is made by and between Snapshot Mobile Inc. ("Assignor"), a Delaware corporation having an address of 128 N. 75th Street, Seattle, Washington 98103, and Edmunds.com, Inc. ("Assignee"), a New York corporation having a principal place of business at 1620 26th Street, Suite 400 South, Santa Monica, California 90404.

WHEREAS, Assignor is the owner of United States Trademark Registration Number 4,197,437 for CARCODE.ME (word mark), registered on August 28, 2012, in International Class 012 (the "Mark"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark, as well as all goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor by these presents sells, assigns and transfers unto Assignee and its successors, assigns and legal representatives, all right, title and interest in and to the Mark, including the right to sue for and to collect past damages, together with the goodwill of the business symbolized by the Mark, the same to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Agreement, in one or more counterparts, to be effective as of the Effective Date.

Snapshot Mobile Inc. (Assignor)

By: [Signature]

Nora Gordon
Printed Name

Title: President

Date: 10/24/14

Edmunds.com, Inc. (Assignee)

By: [Signature]

Philip Potloff
Printed Name

Title: COO

Date: 10/24/14