

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM333147

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CDK Global, LLC		02/24/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Dealix Corporation		
Street Address:	720 Bay Road, Suite 200		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94063		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3168452	DEALIX	
Registration Number:	3110704	LEADSONDEMAND	
CORRESPONDENCE DATA			
Fax Number:	4158828220		
<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:	(415) 882-8200		
Email:	SFTrademarks@klgates.com		
Correspondent Name:	Susan Hollander and Sharoni Finkelstein		
Address Line 1:	Four Embarcadero Center, Suite 1200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1106890.00001		
NAME OF SUBMITTER:	Sharoni S. Finkelstein		
SIGNATURE:	/sharoni s. finkelstein/		
DATE SIGNED:	02/24/2015		
Total Attachments: 2			
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Trademark Assignment

This Trademark Assignment (“Assignment”) is entered into and effective as of February 24, 2015, by and between CDK Global, LLC, a Delaware limited liability company located at 1950 Hassell Road, Hoffman Estates, IL 60195 (“Assignor”) and Dealix Corporation, a California corporation located at 720 Bay Road, Suite 200, Redwood City, CA 94063 (“Assignee”).

WHEREAS, Assignor is the owner in the United States of the trademarks listed in the attached Schedule A, all applications and registrations pertaining thereto, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolization by said trademarks (collectively referred to herein as the “Trademarks”);

WHEREAS, Assignor desires to transfer all right, title and interest in and to the Trademarks, including, without limitation, all applications and registrations pertaining thereto, and all common law rights associated therewith, together with all goodwill arising from the use of and symbolized by the Trademarks;

NOW, THEREFORE, in consideration of their mutual interests and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

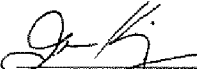
1. Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks throughout the world, including, without limitation, the goodwill of the business appurtenant thereto and which is symbolized thereby, including the right to license to others and the right to renew any trademark registration in the Trademarks, 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, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment not been made.

2. Assignor authorizes Assignee to record this Assignment in the United States Patent and Trademark Office and in similar government offices throughout the world.

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument to Assignee on the date first noted above, and Assignee acknowledges receipt of the same.

ASSIGNOR:

CDK GLOBAL, LLC

By: 

Name: James Kinzer

Title: Assistant Secretary

Date: 24-Feb-2015

ASSIGNEE:

DEALIX CORPORATION

By: 

Name: James Kinzer

Title: Assistant Secretary

Date: 24-Feb-2015

SCHEDULE A

Mark	Application No.	Application Date	Registration No.	Registration Date
DEALIX	78/775,415	12/16/2005	3,168,452	11/07/2006
LEADSONDEMAND	78/472,814	08/24/2004	3,110,704	06/27/2006