

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM357413

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest In Trademarks Previously Recorded At Reel/Frame (5299/0651)		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JPMorgan Chase Bank, N.A., as Administrative Agent		10/01/2015	a national banking association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dealer Dot Com, Inc.		
<b>Street Address:</b>	1111 Marcus Ave.		
<b>Internal Address:</b>	Suite M04		
<b>City:</b>	Lake Success		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11042		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4661272	MOBILE LOT CAPTURE	
<b>Registration Number:</b>	4574967	UNIFIED ADVERTISING EXCHANGE	
<b>Registration Number:</b>	4562889	MYCARS	
<b>Registration Number:</b>	4371296	SMARTSITES	
<b>Registration Number:</b>	4395058	CARFLIX	
<b>Registration Number:</b>	4328365	DEALER.COM	
<b>Registration Number:</b>	4298198	CLICK2CURB	
<b>Registration Number:</b>	4374363	DEALER.COM	
<b>Registration Number:</b>	4036025	HEARFORWARD	
<b>Registration Number:</b>	3605280	OM BOOTCAMP	
<b>Registration Number:</b>	3710666	SITESCAN	
<b>Registration Number:</b>	3601383	EPIK	
<b>Registration Number:</b>	2097775	EARTH CARS	
<b>Serial Number:</b>	86132813	PIXALL	
<b>Serial Number:</b>	85866802	NAVFORWARD	
<b>Serial Number:</b>	85686568	CLICK2CURB	

CH \$415.00 4661272

**CORRESPONDENCE DATA****Fax Number:** 6502515002

*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:** 6502515094**Email:** jnull@stblaw.com**Correspondent Name:** Linda Nyberg**Address Line 1:** 2475 Hanover Street**Address Line 4:** Palo Alto, CALIFORNIA 94304

<b>ATTORNEY DOCKET NUMBER:</b>	509265/1539
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<b>NAME OF SUBMITTER:</b>	J. Jason Mull
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<b>SIGNATURE:</b>	/J. Jason Mull/
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<b>DATE SIGNED:</b>	10/05/2015
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**Total Attachments: 3**

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source=JPMorgan Chase - Dealer Dot Com, Inc. - June 2014 Interest (5299 0651) (Exec Copy 10.1.2015)#page2.tif

source=JPMorgan Chase - Dealer Dot Com, Inc. - June 2014 Interest (5299 0651) (Exec Copy 10.1.2015)#page3.tif

**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

**THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS** (this “Release”) is made as of October 1, 2015 (“Effective Date”) from JPMORGAN CHASE BANK, N.A., a national banking association, located at 10 S. Dearborn, 7th Floor Chicago, IL 60603, as Administrative Agent (the “Administrative Agent”) to DEALER DOT COM, INC., a Delaware corporation, located at 1111 Marcus Ave., Suite M04, Lake Success, NY 11042 (the “Grantor”).

**WHEREAS**, Grantor and the Administrative Agent have entered into that certain U.S. Guarantee and Collateral Agreement, dated as of February 28, 2014 (as amended and restated or otherwise modified from time to time, the “Collateral Agreement”);

**WHEREAS**, pursuant to the Collateral Agreement, Grantor and the Administrative Agent entered into that certain Trademark Security Agreement, dated as of May 20, 2014 (the “Trademark Security Agreement” all capitalized terms used, but not defined, herein have the definition assigned to them in the Trademark Security Agreement);

**WHEREAS**, pursuant to the terms and conditions of the Trademark Security Agreement, Grantor pledged and granted to the Administrative Agent a continuing security interest in all of Grantor’s right, title and interest in, to and under the Collateral set forth on Schedule A attached hereto) (collectively, the “Trademark Collateral”); and

**WHEREAS**, the Trademark Security Agreement was recorded with the United States Patent and Trademark Office on June 10, 2014 at Reel 5299, Frame 0651.

**NOW, THEREFORE**, without recourse and without representation and warranty and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Administrative Agent hereby (i) terminates, cancels and releases any and all security interests it has against the Trademark Collateral, and (ii) terminates the Trademark Security Agreement with respect to such Trademark Collateral. This Release does not release, relinquish, discharge or terminate the Administrative Agent’s security interest in any Intellectual Property or any other asset of the Grantor other than the Trademark Collateral set forth in Schedule A hereto.

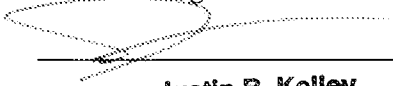
The Administrative Agent shall take all further actions, and provide to Grantor, its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), requested by Grantor to more fully and effectively effectuate the purposes of this Release.

The Administrative Agent hereby authorizes and requests that the Commissioner of Patents and Trademarks record this Release.

\* \* \* \* \*

IN WITNESS WHEREOF, the undersigned has executed this Release by its duly authorized representative as of the Effective Date.

**JPMORGAN CHASE BANK, N.A.,**  
As Administrative Agent

By:  \_\_\_\_\_

Name: **Justin B. Kelley**  
**Vice President** \_\_\_\_\_

Title: \_\_\_\_\_

[Signature Page to Trademark Release: Dealer Dot Com, Inc. (2014)]

**TRADEMARK**  
**REEL: 005637 FRAME: 0596**

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS**

	<b>Title</b>	<b>Reg./App. No.</b>
<b>1</b>	PIXALL	86/132813
<b>2</b>	MOBILE LOT CAPTURE	4661272
<b>3</b>	UNIFIED ADVERTISING EXCHANGE	4574967
<b>4</b>	MYCARS	4562889
<b>5</b>	NAVFORWARD	85/866802
<b>6</b>	CLICK2CURB	85/686568
<b>7</b>	SMARTSITES	4371296
<b>8</b>	CARFLIX	4395058
<b>9</b>	DEALER.COM & design	4328365
<b>10</b>	CLICK2CURB	4298198
<b>11</b>	DEALER.COM	4374363
<b>12</b>	HEARFORWARD	4036025
<b>13</b>	OM BOOTCAMP	3605280
<b>14</b>	SITESCAN	3710666
<b>15</b>	EPIK	3601383
<b>16</b>	EARTH CARS & design	2097775