

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM374199

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PEARL TECHNOLOGY HOLDINGS, LLC		02/01/2016	LIMITED LIABILITY COMPANY: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CDK GLOBAL, LLC		
<b>Street Address:</b>	1950 Hassell Road		
<b>City:</b>	Hoffman Estates		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60169		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86420664	NEWCARIQ	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3127595646		
<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>			
<b>Phone:</b>	3123571313		
<b>Email:</b>	maburto@btlaw.com		
<b>Correspondent Name:</b>	BARNES & THORNBURG LLP		
<b>Address Line 1:</b>	P.O. Box 2786		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60690-2786		
<b>ATTORNEY DOCKET NUMBER:</b>	65944-249015		
<b>NAME OF SUBMITTER:</b>	Melissa A. Vallone		
<b>SIGNATURE:</b>	/Melissa A. Vallone/		
<b>DATE SIGNED:</b>	02/23/2016		
<b>Total Attachments: 3</b>			
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TRADEMARKS ASSIGNMENT

WHEREAS, Pearl Technology Holdings, LLC located at 2701 E. Plano Parkway, Suite 100, Plano, Texas 75074 ("Assignor"), owns all right, title, and interest in and to the trademarks and the trademark registrations listed on Exhibit A (the "Marks"); and

WHEREAS, CDK Global, LLC with offices at 1950 Hassell Road, Hoffman Estates, Illinois 60169 ("Assignee"), desires to acquire the Marks and the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks. Upon Assignee's request, Assignor agrees that it will, without demanding further consideration therefor and at Assignee's cost, perform all reasonable, lawful, and just acts that may be necessary for carrying out this Assignment in full.

Signed this 15<sup>th</sup> day of February 2016

Pearl Technology Holdings, LLC

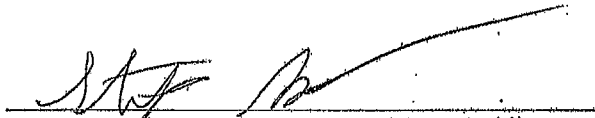
By: 

Bruce Thompson  
President and Chief Executive Officer

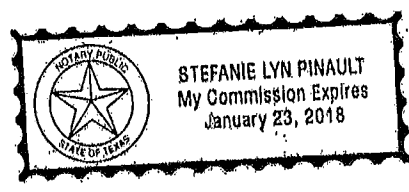
STATE OF: Texas

COUNTY OF: Collin

On this 1st day of February 2016, before me, a Notary Public in and for the above-mentioned jurisdiction, personally appeared Bruce Thompson, to me known and known to be the President and Chief Executive Officer of Pearl Technology Holdings, LLC and who acknowledged to me that he or she executed the foregoing Trademarks Assignment pursuant to authority duly received.

  
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Notary Public

My Commission Expires:  
Jan 23, 2018



**Exhibit A**

**Trademarks**

<b>Mark</b>	<b>Registration or Application Number</b>
NEWCARIQ	Application Serial No. 86/420,664 ·