

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396207

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Horizon Communications, Inc.		08/24/2016	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	Dealercom, LLC		
Street Address:	7601 N. Federal Hwy, #240A		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33487		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4398816	DIGITAL DEALER	
Registration Number:	3186936	DIGITAL DEALER	
Registration Number:	4059270	DD	
CORRESPONDENCE DATA			
Fax Number:	7329357122		
<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:	732-935-7100		
Email:	docketing@mtiplaw.com		
Correspondent Name:	Charles P. Guarino		
Address Line 1:	1030 Broad Street - Suite 203		
Address Line 4:	Shrewsbury, NEW JERSEY 07702		
NAME OF SUBMITTER:	Charles P. Guarino		
SIGNATURE:	/Charles P. Guarino/		
DATE SIGNED:	08/24/2016		
Total Attachments: 3			
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OP \$90.00 4398816

ASSIGNMENT OF TRADEMARK RIGHTS

This Trademark Assignment Agreement ("Assignment") is by and between Horizon Communications, Inc., a Tennessee Corporation ("Assignor"), and Dealercom, LLC, a Florida Limited Liability Company with a place of business at 7601 N. Federal Hwy, # 240A, Boca Raton, Florida 33487 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and service marks listed in Schedule A (collectively, the "Marks");

WHEREAS, Assignee desires to acquire all of Assignor's rights in and to the said Marks and the goodwill of the business associated with the Marks;

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to the Marks, including all common law rights, together with the goodwill of the business symbolized thereby, and the right to sue third parties for and recover damages due or accrued arising out of or in connection with any and all past, present, or future infringement or dilution of or damage or injury to said Marks, registrations thereof, or such associated goodwill.

Upon Assignee's request, Assignor will promptly take such actions (including, without limitation, the prompt execution and delivery of documents in recordable form or testifying as to any material fact or thing) as may be necessary to vest in and secure unto Assignee the full right, title and interest in and to the Marks and to protect and enforce the Marks.

Assignor hereby authorizes any official of any country empowered to issue trademarks to record this Assignment, and to issue or transfer the Marks to the Assignee as owner of all right,

title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

Assignor represents and warrants that Assignor has the full right to convey the entire right, title, and interest herein assigned, that there are no outstanding rights, title, or interests inconsistent with those assigned herein, and the Assignor will not execute any instrument or grant or transfer any rights, title, or interests inconsistent with the rights, title, and interests assigned herein.

IN WITNESS WHEREOF, this Assignment has been executed by the Assignor and Assignee on the day and year written below.

ASSIGNOR:

Horizon Communications, Inc.

By: _____

Name: Michael Roscoe

Title: CEO

Date: 8/29/16

ASSIGNEE:

Dealercom, LLC

By: _____

Name: Michael Roscoe

Title: CEO

Date: 8/29/16

SCHEDULE A

Country	Trademark	Appln. No.	Filing Date	Reg. No.	Registration Date
BR	DIGITAL DEALER	840625227	28-Aug-2013	TBD	TBD
BR	DIGITAL DEALER	840625235	28-Aug-2013	TBD	TBD
BR	DIGITAL DEALER	840625243	28-Aug-2013	TBD	TBD
CA	DIGITAL DEALER	1614677	19-Feb-2013	TMA902864	05-May-2015
EM	DIGITAL DEALER	12004974	23-Jul-2013	12004974	07-Feb-2014
US	DIGITAL DEALER	85719817	02-Sep-2012	4398816	10-Sep-2013
US	DIGITAL DEALER	78808683	07-Feb-2006	3186936	19-Dec-2006
US	DD	85264258	11-Mar-2011	4059270	22-Nov-2011