

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401197

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.		09/28/2014	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	Dealercom, LLC		
Doing Business As:	Dealer Communications		
Street Address:	7601 North Federal Highway, Suite 270A		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33487		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85651422	AAISP	
CORRESPONDENCE DATA			
Fax Number:	6154363008		
<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:	6156904402		
Email:	criggs@riggsdavie.com		
Correspondent Name:	Casey Riggs		
Address Line 1:	201 Fourth Avenue North		
Address Line 4:	Nashville, TENNESSEE 37215		
NAME OF SUBMITTER:	Casey Riggs		
SIGNATURE:	/Casey Riggs/		
DATE SIGNED:	10/06/2016		
Total Attachments: 4			
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OP \$40.00 85651422

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment"), effective as of September 28, 2014, is entered into by and between Horizon Communications, Inc., d/b/a Dealer Communications, a Tennessee corporation ("Assignee"), and DealerCom, LLC d/b/a Dealer Communications, a Florida limited liability company ("Assignee").

WHEREAS, Assignor is the owner of that certain trademark registration identified on Schedule A attached hereto ("Assigned Trademark"); and

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to accept the Assigned Trademark,

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor and Assignee hereby agree as follows:

1. Conveyance and Acceptance of Assigned Trademark. Assignor hereby assigns, grants and delivers to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Assigned Trademark (as identified on Schedule A), the goodwill of the business connected to and associated with the use of and symbolized by the Assigned Trademark, the right to sue and recover for past, present, or future infringement thereof, the right to secure registration of such Assigned Trademark and of this Assignment, and the right to initiate other proceedings before all government and administrative bodies with respect to such Assigned Trademark.

2. Recordation. Assignor hereby authorizes and requests that the Commissioner for Trademarks, and any other sovereign official holding a corresponding position of authority in any other state or country, record this Assignment. Assignor will, at Assignee's request and expense, take any and all reasonable actions, including without limitation, the execution, acknowledgment, and delivery of any and all documents, that Assignee may reasonably request to record and perfect Assignee's interest in and to the Assigned Trademark.

3. Assignment. Neither this Assignment nor any of the rights, interests or obligations hereunder shall be assigned or delegated, in whole or in part, by operation of law or otherwise, by any party without the prior written consent of the other party, except that Assignee may assign any of its rights and delegate any of its obligations hereunder, in whole or in part, to any of its affiliates without obtaining the consent of the Assignor. Any purported assignment not permitted under this Section 3 shall be null and void.

4. Binding Effect. This Assignment shall bind and inure to the benefit of Assignor, Assignee and their respective successors and permitted assigns.

5. Further Assurances. If at any time hereafter any further action is necessary or desirable to fully effect the transactions contemplated by this Assignment, each of the parties hereto shall take any action (including the execution and delivery of any instruments and documents) as any other party reasonably may request.

6. Governing Law. This Assignment shall in all respects be governed by, and construed in accordance with, the laws (excluding conflict of laws rules and principles) of the State of Florida applicable to agreements made and to be performed entirely within such State, including all matters of construction, validity, and performance.

7. Counterparts. This Agreement may be executed in any number of duplicate counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

[remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment as of the date first set forth above.

ASSIGNOR:

**HORIZON COMMUNICATIONS, INC. d/b/a
DEALER COMMUNICATIONS**

By: _____

Name: Michael Roscoe

Title: President

ASSIGNEE:

**DEALERCOM, LLC d/b/a DEALER
COMMUNICATIONS**

By: _____

Name: Michael Roscoe

Title: President

[Signature Page to Assignment of Trademark]

**TRADEMARK
REEL: 005894 FRAME: 0907**

SCHEDULE A
to
ASSIGNMENT OF INTELLECTUAL PROPERTY

Assigned Trademark

Mark	Owner	Application/Registration Number	Registration Date
AAISP	Horizon Communications Inc. DBA Dealer Communications	4,308,143	March 26, 2013