

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442413

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DriveFactor, Inc.		09/08/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	CCC Information Services Inc.		
Street Address:	222 Merchandise Mart Plaza		
Internal Address:	Suite 900		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4341050	DRIVEFACTOR	
Registration Number:	4048739	DRIVE IQ	
Registration Number:	4555746	MYDRIVINGPLUS	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<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:	312 427 1300		
Email:	chiustm@ladas.net		
Correspondent Name:	Kevin Thompson		
Address Line 1:	224 S. Michigan, Suite 1600		
Address Line 2:	Ladas & Parry LLP		
Address Line 4:	Chicago, ILLINOIS 60604		
NAME OF SUBMITTER:	Kevin A. Thompson		
SIGNATURE:	/Kevin A. Thompson/		
DATE SIGNED:	09/08/2017		
Total Attachments: 1			
source=DriveFactor Trademark Assignment (090817)#page1.tif			

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TRADEMARK ASSIGNMENT

DriveFactor Inc., a Delaware corporation, with a principal place of business of 5300 Hickory Park Drive, Suite 220, Glen Allen, Virginia 23059 (hereinafter, "Assignor"), for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, hereby assigns all right, title and interest in and to all of the trademarks listed below, whether or not registered or the subject of any pending applications to register, together with all goodwill in the marks, the underlying business associated with the marks, and the entire right, title and interest in and to any and all claims and demands Assignor may have either at law or in equity arising out of any past, present or future infringements of rights in its trademarks, to CCC Information Services Inc., a Delaware corporation, with a principal place of business at 222 Merchandise Mart Plaza, Suite 900, Chicago, Illinois 60654 ("Assignee").

This assignment expressly includes the transfer of all rights in the following United States trademark registrations:

DRIVEFACTOR, Reg. 4341050
DRIVE IQ, Reg. 4048739
MYDRIVINGPLUS, Reg. 4555746

IN WITNESS WHEREOF, the Assignor has executed this Assignment:

DRIVEFACTOR INC.

Date: September 8, 2017


NAME

Treasurer
TITLE