

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM444328

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NELEVEN, LLC		11/15/2016	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	DealerSocket, Inc.		
Street Address:	100 Avenida La Pata		
City:	San Clemente		
State/Country:	CALIFORNIA		
Postal Code:	92673		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3297046	DEALERFIRE	
Registration Number:	3297044	NELEVEN	
CORRESPONDENCE DATA			
Fax Number:	4352521361		
<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:	4352521360		
Email:	docket@mabr.com		
Correspondent Name:	Richard C. Gilmore		
Address Line 1:	201 S. Main Street, Suite 600		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Richard C. Gilmore		
SIGNATURE:	/Richard C. Gilmore/		
DATE SIGNED:	09/25/2017		
Total Attachments: 3			
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OP \$65.00 3297046

Assignment of Intellectual Property Rights

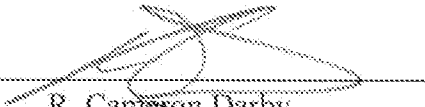
This Assignment of Intellectual Property Rights (the "Assignment") is entered into on November 15, 2016, by and between DealerSocket, Inc., a Delaware corporation ("DealerSocket"), and Neleven, LLC, a Wisconsin limited liability company and wholly owned subsidiary of DealerSocket ("Neleven").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Neleven hereby contributes, assigns, transfers, conveys and delivers to DealerSocket, and DealerSocket hereby accepts and assumes, all of its right, title and interest in and to the registered trademarks (the "Intellectual Property") listed on Schedule I attached hereto, together with all of the goodwill associated with such Intellectual Property and all rights to sue and recover for any past, present or future infringement, dilution, damage or injury (and including the right to take over and continue any and all existing suits) to any of the foregoing and collect profits or damages with respect to same, the same to be held and enjoyed hereinafter by DealerSocket for its own use and for the use of its successors and assigns.


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IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed as of the date first written above.

DEALERSOCKET, INC.

By: 
R. Cameron Darby
Chief Operating Officer

NELEVEN, LLC

By: 
K. Cameron Darby
Chief Operating Officer

Schedule 1

Mark	Reg. #	Ser. #
Dealerfire	3,297,046	77-093,586
Neleven	3,297,044	77-093,559