

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM528412

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/12/2018

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DATA SOFTWARE SERVICES, LLC		06/18/2019	Limited Liability Company: GEORGIA

RECEIVING PARTY DATA

Name:	CDK GLOBAL, LLC
Street Address:	1950 HASSELL ROAD
City:	HOFFMAN ESTATES
State/Country:	ILLINOIS
Postal Code:	60195
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	2756730	ELEAD TRACK
Registration Number:	3067052	ELEAD
Registration Number:	2924715	ELEAD CRM
Registration Number:	5127194	ELEAD1ONE
Registration Number:	5089929	TRM
Registration Number:	5127195	SERVICE1ONE
Serial Number:	87812302	DEALBUILDER
Registration Number:	5094751	ELEAD1ONE
Registration Number:	5094750	ELEAD1ONE
Registration Number:	5081865	SERVICE1ONE

CORRESPONDENCE DATA

Fax Number: 3127595646

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.

Phone: 3123571313

Email: mandrade@btlaw.com

Correspondent Name: BARNES & THORNBURG LLP

Address Line 1: P.O. Box 2786

OP \$265.00 2756730

Address Line 4:	Chicago, ILLINOIS 60690-2786
ATTORNEY DOCKET NUMBER:	65944-100
NAME OF SUBMITTER:	Olivia M. Clavio
SIGNATURE:	/Olivia M. Clavio/
DATE SIGNED:	06/19/2019
Total Attachments: 2 source=DataSoftwareExecutedNuncProTuncAssignment#page1.tif source=DataSoftwareExecutedNuncProTuncAssignment#page2.tif	

NUNC PRO TUNC ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **DATA SOFTWARE SERVICES, LLC**, a Georgia Limited Liability Company ("Assignor"), hereby assigns, sets over, and transfers, *nunc pro tunc*, effective as of September 12, 2018, to **CDK Global, LLC**, a Delaware Limited Liability Company, (the "Assignee"), all of its right, title and interest in and to the trademarks, including the registrations thereof, identified in Exhibit A (collectively, the "Marks"), together with the goodwill of the business symbolized thereby.

For such good and valuable consideration, Assignor hereby further assigns and transfers to Assignee, all rights and interests in, to and arising from any infringement of the Marks, including, without limitation, all claims for damages and profits for any infringements which occurred prior to the date of this Assignment, including the rights to sue for any infringements in its own name and stead and for its own benefit. Assignee is the successor in interest to the ongoing business of Assignor, or that portion of the business to which the Marks pertain.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor: **Data Software Services, LLC**

Signed: _____

Name: _____

Title: _____

Date: _____

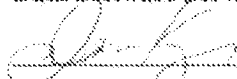



James R. Kiser
Assistant Secretary
8-Jan-2019

EXHIBIT A

SCHEDULE OF ASSIGNED TRADEMARKS: DOMESTIC MARKS

Mark	App. No.	Reg. No.
ELEAD TRACK	76/134,896	2,756,730
ELEAD	76/525,513	3,067,052
ELEAD CRM	76/525,920	2,924,715
ELEADIONE	86/936,858	5,127,194
TRM	86/936,938	5,089,929
SERVICEONE	86/936,902	5,127,195
DEALBUILDER	87/812302	N/A
ELEADIONE AND DESIGN 	86/968831	5,094,751
ELEADIONE	86/968828	5,094,750
SERVICEONE AND DESIGN 	86/968837	5,081,865