

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539428

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ADESA, Inc.		09/04/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AuctionTrac, LLC		
Street Address:	11299 North Illinois Street		
City:	CARMEL		
State/Country:	INDIANA		
Postal Code:	46032		
Entity Type:	Limited Liability Company: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4163724	AUCTIONTRAC	
CORRESPONDENCE DATA			
Fax Number:			
<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:	317-815-1100		
Email:	michelle.bray@karauctionservices.com		
Correspondent Name:	Michelle K. Bray		
Address Line 1:	11299 North Illinois Street		
Address Line 4:	CARMEL, INDIANA 46032		
NAME OF SUBMITTER:	Michelle K. Bray		
SIGNATURE:	/mkb/		
DATE SIGNED:	09/04/2019		
Total Attachments: 3			
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OP \$40.00 4163724

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement ("Assignment") is by and between ADESA, Inc., a Delaware corporation ("Assignor") and AuctionTrac, LLC, an Indiana limited liability company ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the service marks, including but not limited to marks registered at the United States Patent and Trademark Office ("PTO"), and applications for registration of marks at the PTO as set forth on Exhibit A attached hereto and incorporated herein (the "Marks") in the United States (the "Territory"); and

WHEREAS, Assignor desires to transfer to Assignee and Assignee desires to accept from Assignor all of Assignor's worldwide right, title and interest in, to and under the Marks and the goodwill of Assignor's business which is associated therewith and which is symbolized thereby.

NOW THEREFORE, in consideration of the premises and mutual covenants herein contained, Assignor and Assignee agree as follows: Assignor does hereby transfer and assign to Assignee all of Assignor's worldwide right, title and interest in, to and under the Marks together with any and all ownership interest, all goodwill of the business associated therewith and which is symbolized thereby, and any and all rights to sue for past, present and future infringement of the Marks.

Assignor shall execute, acknowledge and deliver to Assignee, at Assignee's request, any and all further documents, papers, affidavits, statements and/or other instruments, in the format required by Assignee, to confirm Assignee's ownership of all rights pursuant to this Assignment.

This Assignment is intended to inure to the benefit of and be binding upon the parties hereto, together with their respective successors and assigns. It is the intention of the parties hereto that this Assignment may be executed in an original format, by a facsimile, or other generally accepted electronic means in a number of counterparts, each of which counterparts and any copies of which may be deemed an original, and all of which together shall constitute one and the same agreement.

Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Indiana without giving effect to the principles of conflicts of laws thereof.

*[Remainder of page intentionally left blank,
Signatures appear on following page]*

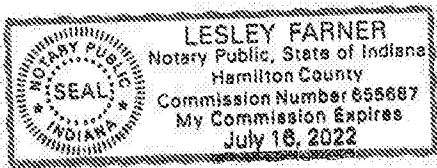
ASSIGNOR
ADESA, INC.

Signature: [Handwritten Signature]
Printed: Scott A. Anderson
Title: VP & Controller
Date: 09/12/2019

STATE OF INDIANA)
) SS:
COUNTY OF HAMILTON)

Before me, a Notary Public, in and for said County and State, personally appeared Scott A. Anderson, VP & Controller of ADESA, Inc. who acknowledged the execution of the foregoing Trademark Assignment for and on behalf of said company.

WITNESS my hand and Notarial Seal this 4th day of Sept., 2019.



Lesley Farnar
Printed Name: Lesley Farnar
My County of Residence: Hamilton
My Commission Expires: July 16, 2022

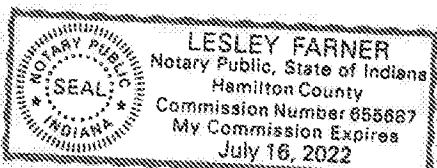
ASSIGNEE
AUCTIONTRAC, LLC

Signature: [Handwritten Signature]
Printed: Scott A. Anderson
Title: VP & Controller
Date: 09/12/2019

STATE OF INDIANA)
) SS:
COUNTY OF HAMILTON)

Before me, a Notary Public, in and for said County and State, personally appeared Scott A. Anderson, VP & Controller of Auctiontrac, LLC who acknowledged the execution of the foregoing Trademark Assignment for and on behalf of said company.

WITNESS my hand and Notarial Seal this 4th day of Sept., 2019.



Lesley Farnar
Printed Name: Lesley Farnar
My County of Residence: Hamilton
My Commission Expires: July 16, 2022

EXHIBIT A

Mark

Registration No.
(Serial No.)

AUCTIONTRAC

4163724

(85411614)

IC 009. US 021 023 026 036 038. G & S:
software for managing the physical location
of auction vehicles on auction lots.