

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM866502

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE REYNOLDS AND REYNOLDS COMPANY		01/08/2024	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	AUTO DATA DIRECT, INC.		
Street Address:	One Reynolds Way		
City:	Kettering		
State/Country:	OHIO		
Postal Code:	45430-1586		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	98117883	CARLOCATE POWERED BY AUTO DATA DIRECT	
Registration Number:	7262255	AUTODATADIRECT	
CORRESPONDENCE DATA			
Fax Number:	7135909602		
<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:	2819743458		
Email:	docketing@ewingjones.com		
Correspondent Name:	Ewing & Jones, PLLC		
Address Line 1:	6363 Woodway, Suite 1000		
Address Line 4:	Houston, TEXAS 77057		
NAME OF SUBMITTER:	Kimberly Wattner		
SIGNATURE:	/Keith Jaasma/		
DATE SIGNED:	01/08/2024		
Total Attachments: 2			
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source=Reynolds250001 and 251001 Executed Company to Company Assignment#page2.tif			

OP \$65.00 98117883

TRADEMARK ASSIGNMENT

WHEREAS, THE REYNOLDS AND REYNOLDS COMPANY, an Ohio corporation (hereinafter the "Assignor") with an address at One Reynolds Way, Kettering, Ohio, 45430-1586 is the owner of all rights, title, and interest in the trademark registration for the logo below, with United States Registration No. 7,262,255 (hereinafter the "Trademark Registration");



AND, WHEREAS Assignor is also the owner of all rights, title, and interest in the trademark application with the United States Patents and Trademark Office for the logo below, which has been assigned Serial No. 98/117,883 (hereinafter the "Trademark Application");



AND, WHEREAS, AUTO DATA DIRECT, INC., a Florida Corporation with an address at One Reynolds Way, Kettering, Ohio, 45430-1586 (hereinafter the "Assignee"), is a wholly-owned subsidiary of Assignor, and the entity directly providing the services covered by the Trademark Registration and the Trademark Application;

NOW, THEREFORE, in view of the consideration provided by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest in and to the Trademark Registration and the Trademark Application, together with (1) the goodwill of the business relating to the goods and services with which the marks covered by the Trademark Registration and the Trademark Application are used; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks covered by the Trademark Registration and the Trademark Application, including without limitation, damages, and payments for past or future infringements, dilution, and misappropriations of the covered marks; and (3) all rights to sue for past, present and future infringements, dilutions, or misappropriations of the marks covered by the Trademark Registration and the Trademark Application, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this assignment, transfer and conveyance not been made.

AND, Assignor hereby agrees for itself and for each of Assignor's successors, executors, administrators and/or legal representatives to execute without further consideration any further documents and instruments which may be necessary, lawful and proper that may be necessary to secure to Assignee its interest and title in and to the marks covered by the Trademark Registration and the Trademark Application;

AND, Assignee authorizes the Commissioner for Trademarks and other empowered officials of the United States Patent and Trademark Office, to record the transfer of the Trademark Registration and the Trademark Application set forth above to Assignee as assignee of Assignor's entire right, title and

interest therein.

IN WITNESS WHEREOF, Assignor and Assignee execute this Assignment below.

ASSIGNOR (The Reynolds and Reynolds Company)

By: 
Name: Richard Rauch
Title: General Counsel

January 8, 2024

ASSIGNEE (Auto Data Direct, Inc.)

By: 
Name: Richard Rauch
Title: General Counsel

January 8, 2024