

02-04-2000

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101301737

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

MRD 1-3-00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

02/04/2000 TT011 00000094 1399050  
01 FC:481 40.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002021 FRAME: 0146

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,399,060"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)

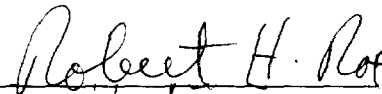
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Robert Roe  
Name of Person Signing

  
Signature

1-3-00  
Date Signed

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,399,060"/>	<input type="text"/>	<input type="text"/>
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Robert Roe  
Name of Person Signing

  
Signature

8/20/99  
Date Signed

# TRADEMARK ASSIGNMENT

WHEREAS, the Reed Elsevier Properties, Inc., ("Assignor"), having a place of business at 1105 N. Market Street, Wilmington, Delaware 19801, a Delaware corporation which has adopted, used and is using the mark "SAN DIEGO INTERNATIONAL AUTO SHOW " (the "Mark") and for which Assignor has a registered service mark with the United States Patent and Trademark Office, U.S. Trademark Registrations No. 1,399,060 ("Registration"); and

WHEREAS, New Car Dealers Association ("Assignee"), a California corporation having a principal place of business at 10065 Mesa Ridge Court, San Diego, CA 92121-2916, a California corporation is desirous of acquiring said Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby irrevocably assign unto said Assignee:

All right, title and interest worldwide in and to the Mark, the Registration, together with the goodwill of the business symbolized by the Mark, (and all registrations, renewals and extensions thereof) and all rights to profits, damages and other relief for any past, present and future infringement of the Mark, and the right to sue and collect the same for its own use and benefit and for the benefit of Assignee's successors, assigns or other legal representatives.

## Assignor

Reed Elsevier Properties, Inc.

Dated: August 12, 1999

By: Renee P. Simonton  
Renee P. Simonton  
President

ALL-PURPOSE ACKNOWLEDGMENT

STATE OF DELAWARE )  
COUNTY OF NEW CASTLE )

COLLEEN H. WELDON  
NOTARY PUBLIC

My Commission Expires January 18, 2000

On 8/12/99 before me, Colleen H. Weldon,  
*Date Name, Title of Officer, e.g., "Jane Doe, Notary Public"*

personally appeared Renee P. Simonton  
*Name(s) of Signer(s)*

personally known to me - OR -  proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

  
*Signature of Notary*

CAPACITY CLAIMED BY SIGNER

- INDIVIDUAL(S)
- CORPORATE OFFICER(S) President  
*Title(s)*
- PARTNER(S)
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- SUBSCRIBING WITNESS
- GUARDIAN/CONSERVATOR
- OTHER: \_\_\_\_\_

SIGNER IS REPRESENTING:

*Name of Person(s) or Entity(ies)*  
Reed Elsevier Properties  
Inc.

ATTENTION NOTARY: Although the information requested below is OPTIONAL, it could prevent fraudulent attachment of this certificate to unauthorized document.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED AT RIGHT:

Title or Type of Document Trademark Assignment  
Number of Pages \_\_\_\_\_ Date of Document \_\_\_\_\_  
Signer(s) Other Than Named Above \_\_\_\_\_



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

OCTOBER 28, 1999

PTAS

LUCE, FORWARD, HAMILTON & SCRIPPS LLP  
ROBERT ROE, ESQ.  
600 WEST BROADWAY, SUITE 2600  
SAN DIEGO, CA 92101



\*101130675A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY., SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 08/23/1999

REEL/FRAME: 001950/0190  
NUMBER OF PAGES: 4

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

REED ELSEVIER PROPERTIES, INC.,  
FORMERLY REED HOLDINGS, INC.

DOC DATE: 08/12/1999  
CITIZENSHIP: DELAWARE  
ENTITY: CORPORATION

ASSIGNEE:

NEW CAR DEALERS ASSOCIATION  
10065 MESA RIDGE COURT  
SAN DIEGO, CALIFORNIA 92121-2916

CITIZENSHIP: CALIFORNIA  
ENTITY: CORPORATION

APPLICATION NUMBER: 73547358  
REGISTRATION NUMBER: 1399060

FILING DATE: 07/11/1985  
ISSUE DATE: 06/24/1986

MARK: SAN DIEGO INTERNATIONAL AUTO SHOW

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

TRADEMARK  
REEL: 002021 FRAME: 0151

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
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