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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Eric V. Davison

3-1-02

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 9, 2002

2. Name and address of receiving party(ies)

Name: J.D. Power and Associates

Internal

Address:

Street Address: 30401 Agoura Road

City: Agoura Hills State: CA Zip: 91301

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State a Delaware corporation
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1918306

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Daniel Scott Schecter, Esq.

Internal Address: Latham and Watkins

Street Address: 633 West Fifth Street

Suite 4000

City: Los Angeles State: CA Zip: 90071

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

J. Luis Farias

Name of Person Signing

Signature

2/19/02

Date

Total number of pages including cover sheet, attachments, and document: 2

03/14/2002 DBYRNE 00000257 1918306

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002461 FRAME: 0739

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, ERIC V. DAVISON, a United States citizen, having a principal place of business at 3205 Alma Avenue, Manhattan Beach, California, 90226 (hereinafter referred to as "Assignor") has adopted and is using the trademark listed below which is registered in the United States Patent and Trademark Office (hereinafter referred to as the "Mark");

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
AUTOTRAK	1,918,306	September 12, 1995

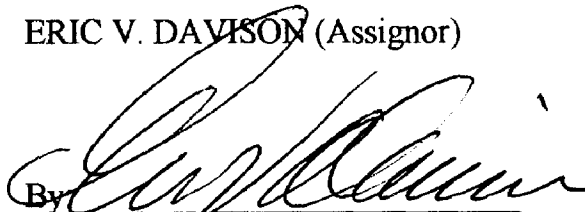
WHEREAS, Assignor, assigns the Mark and the goodwill attendant thereto to J.D. Power and Associates (hereinafter referred to as "Assignee"), a Delaware corporation; and

WHEREAS, Assignor and Assignee are desirous of memorializing the transfer of the Mark and the goodwill attendant thereto to Assignee.

NOW, THEREFORE, Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby sell, assign, transfer and set over to Assignee, all right, title and interest in and to the Mark together with the goodwill of the business connected with the use of and symbolized by the Mark and the above-mentioned registration thereof.

Executed at Manhattan Beach, California, this 9 day of Feb, 2002.

ERIC V. DAVISON (Assignor)

By 
a United States citizen