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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/20) Tab settings



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

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

1. Name of conveying party(ies): The Relizon Company

7.29.02

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 7152002

2. Name and address of receiving party(ies)

Name: Reynolds and Reynolds Holdings, Inc.

Internal Address:

Street Address: 115 South Ludlow

City: Dayton State: OH Zip: 45402

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware 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) 1337373

Additional number(s) attached Yes No

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

Name: Anna C. Silva, Esq.

Internal Address: Steinhart & Falconer LLP

Street Address: 333 Market St., Suite 3200

City: San Francisco State: CA Zip: 94105-2150

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:

19-4215

DO NOT USE THIS SPACE

9. Signature.

Anna C. Silva Name of Person Signing

Signature

July 23, 2002

Date

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

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

07/31/2002 GTDN11 00000122 194215 1337373

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TRADEMARK REEL: 002553 FRAME: 0451

TRADEMARK ASSIGNMENT

This ASSIGNMENT, dated as of July 15, 2002 is made from The Relizon Company, a Delaware corporation, whose principal place of business is 220 E. Monument Avenue, Dayton, Ohio 45401 ("Assignor"), to Reynolds and Reynolds Holdings, Inc., a Delaware corporation with its principal place of business at 115 South Ludlow, Dayton, Ohio 45402 ("Assignee").

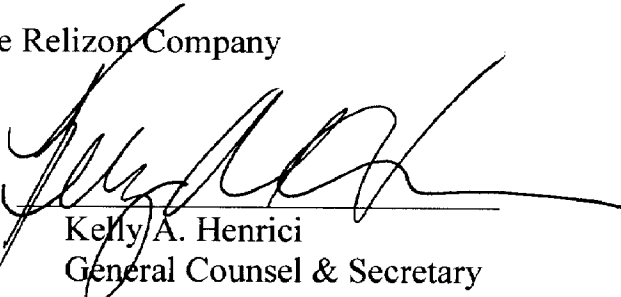
WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark DEALER IMAGE which is the subject of Federal Registration No. 1,337,373 (hereinafter the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring all right, title, and interest in and to the Trademark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Trademark, together with the goodwill of the business pertaining thereto, and all claims for damages by reason of past infringements of the Trademark, along with the right to sue for and collect such damages for the use and benefit of Assignee and its successors, assigns, and other legal representatives.

The Relizon Company

By


Kelly A. Henrici
General Counsel & Secretary