

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/01/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	USAppraisal LLC		06/10/2009
			Entity Type
			CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Cars That Matter, LLC		
Street Address:	Box 477		
City:	Great Falls		
State/Country:	VIRGINIA		
Postal Code:	22066-0477		
Entity Type:	LIMITED LIABILITY COMPANY: VIRGINIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3360854	CARS THAT MATTER
CORRESPONDENCE DATA			
Fax Number:	(312)321-4299		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-321-4200		
Email:	officeactions@brinkshofer.com		
Correspondent Name:	Andrew J. Avsec		
Address Line 1:	P. O. Box 10395		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	13724/14		
NAME OF SUBMITTER:	Andrew J. Avsec		
Signature:	/Andrew J. Avsec/		

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**TRADEMARK
 REEL: 004031 FRAME: 0101**

Date:

07/24/2009

Total Attachments: 2

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NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, USApraisal LLC, a Virginia Corporation at P.O. Box 472, Great Falls, Virginia 22066 ("Assignor"), has adopted, owns and is using in the United States the marks referenced in Schedule 1, which is attached hereto ("the Marks,") in connection with insurance and related services; and

WHEREAS, Assignor owns Registration No. 3,360,854 for the CARS THAT MATTER word mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and services identified therein; and

WHEREAS, Cars That Matter, LLC, a Virginia limited liability company ("Assignee"), desires to acquire the Marks, and the above-referenced registration.

NOW, THEREFORE, in consideration of, the issuance of membership interest in Assignee and in further consideration of the mutual covenants and agreement contained in the Operating Agreement, and for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Mark, and the registration thereof, nunc pro tunc, effective as of August 1, 2008.

USApraisal LLC ("Assignor")

Cars That Matter, LLC ("Assignee")

By: [Signature]

By: [Signature]

Name: David H. Kinsey

Name: [Signature]

Title: Member

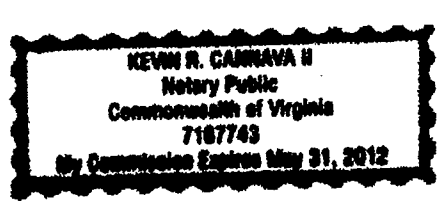
Title: Member

Dated: June 10, 2009

Dated: June 10, 2009

SUBSCRIBED and SWORN to before me this 10th of June, 2009.

[Signature] Notary Public My Commission Expires: 5/31/2012



Schedule 1
Assigned Trademarks

Cars That Matter

CARSTHATMATTER