

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301080

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WELLS FARGO BANK, NATIONAL ASSOCIATION, AS COLLATERAL AGENT		03/28/2014	National Association: UNITED STATES
RECEIVING PARTY DATA			
Name:	AutoTrader.com, Inc.		
Street Address:	5775 Peachtree Dunwoody Road		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30342		
Entity Type:	CORPORATION: DELAWARE		
Name:	Kelley Blue Book Co., Inc.		
Street Address:	195 Technology Drive		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: CALIFORNIA		
Name:	CDMdata, Inc.		
Street Address:	100 South 5th Street, #1075		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55402		
Entity Type:	CORPORATION: MINNESOTA		
Name:	vAuto, Inc.		
Street Address:	2221 Camden Court, Suite 210		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	CORPORATION: DELAWARE		
Name:	VINSolutions, Inc. (f/k/a VinAcquisition, Inc.)		
Street Address:	3003 Summit Boulevard		
City:	Atlanta		

TRADEMARK

State/Country:	GEORGIA
Postal Code:	30319
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 62

Property Type	Number	Word Mark
Registration Number:	1569635	AUTO MART
Registration Number:	3271840	AUTO MART .COM
Registration Number:	2401930	AUTOBIOGRAPHY
Registration Number:	3619400	AUTOMART
Registration Number:	3156454	AUTOMART.COM
Registration Number:	3188924	AUTOMERCADO.COM
Registration Number:	3236226	CARS GO FASTER!
Registration Number:	3236224	CARSPOT
Registration Number:	3241481	PRO
Registration Number:	3311850	S
Registration Number:	3171118	THE SMARTER PLACE TO BUY AND SELL A CAR
Registration Number:	3713898	TURN 2
Registration Number:	3236229	VINTRUST
Registration Number:	3512434	WHAT WE DO WORKS
Registration Number:	2542258	YOUR CAR IS WAITING
Registration Number:	3571134	THE ULTIMATE AUTOMOTIVE MARKETPLACE
Registration Number:	1320674	DEALS ON WHEELS
Registration Number:	2308694	DEALS ON WHEELS
Serial Number:	77412093	CARGASM
Serial Number:	77248073	SOLO
Registration Number:	3240674	AUTOSHARE
Registration Number:	2922448	BLUE BOOK
Registration Number:	1907129	KARPOWER
Registration Number:	3410809	KARPOWER ONLINE
Registration Number:	3211238	KBB
Registration Number:	2719795	KBB. COM
Registration Number:	2679776	KELLEY BLUE BOOK
Registration Number:	1142514	KELLEY BLUE BOOK
Registration Number:	1904124	KELLEY BLUE BOOK
Registration Number:	2671144	KELLEY BLUE BOOK OFFICIAL GUIDE
Serial Number:	77949967	LIVEVALUE
Serial Number:	77949969	LIVEVALUE
Serial Number:	77949970	LIVEVALUE
Registration Number:	3141278	MARKET WATCH

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3119546	PERFECT CAR FINDER
Registration Number:	3662060	POCKET KARPOWER
Registration Number:	1907128	POWERSYSTEM
Serial Number:	85127328	REALITY CHECK
Registration Number:	3838955	THE TRUSTED MARKETPLACE
Registration Number:	3067803	THE TRUSTED RESOURCE
Registration Number:	2988162	AUTOOFFICE
Registration Number:	3251227	AUTOOFFICE
Registration Number:	2881942	DIGITAL LOT
Registration Number:	3299939	DIGITALLOT
Registration Number:	3177797	MPOWER
Registration Number:	3781890	AUTOMATCH TECHNOLOGY
Registration Number:	3569643	LIVE MARKET VIEW
Registration Number:	3445857	VAUTO
Serial Number:	77683283	REAL DEAL
Serial Number:	77689833	REAL DEAL REPORT
Serial Number:	85078751	REDWAGON
Serial Number:	77733816	AUTOWRITER
Serial Number:	77879496	VELOCITY
Serial Number:	77879554	VELOCITY MANAGEMENT
Registration Number:	3284006	VINSTICKERS
Registration Number:	3383593	VINBROCHURES
Registration Number:	3977786	MOTOSNAP
Serial Number:	85169112	VINSTICKERS
Serial Number:	85184465	VINCAMERA
Serial Number:	85184497	VINCAMERA
Serial Number:	85192123	VINSOLUTIONS.COM
Serial Number:	85184703	VINLENS

CORRESPONDENCE DATA

Fax Number: 8668265420

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 301-638-0511

Email: ipresearchplus@comcast.net

Correspondent Name: IP Research Plus, Inc.

Address Line 1: 21 Tadcaster Circle

Address Line 2: attn: Penelope J.A. Agodoa

Address Line 4: Waldorf, MARYLAND 20602

ATTORNEY DOCKET NUMBER: CRS1-39378

TRADEMARK

REEL: 005258 FRAME: 0168

NAME OF SUBMITTER:	Penelope J.A. Agodoa
SIGNATURE:	/pja/
DATE SIGNED:	04/10/2014
Total Attachments: 6 source=39378#page1.tif source=39378#page2.tif source=39378#page3.tif source=39378#page4.tif source=39378#page5.tif source=39378#page6.tif	

TERMINATION AND RELEASE OF TRADEMARK SECURITY INTEREST, dated as of March 28, 2014 (this "Release"), by WELLS FARGO BANK, NATIONAL ASSOCIATION, as Collateral Agent under the Existing Credit Agreement (as defined below), in favor of the Grantors. Capitalized terms used herein and not otherwise defined shall have the meanings assigned to such terms in the Existing Credit Agreement, the Existing Security Agreement or the Existing Trademark Security Agreement, as applicable, referred to below.

Reference is made to (i) the Credit and Guarantee Agreement dated as of December 15, 2010 (as amended as of June 14, 2011, further amended as of April 30, 2012, further amended as of September 13, 2013 and further amended, restated, supplemented or otherwise modified prior to the date hereof, the "Existing Credit Agreement"), among AutoTrader.com, Inc., (the "Borrower"), certain Subsidiaries of the Borrower party thereto, as Guarantor Subsidiaries, the Lenders party thereto (the "Lenders"), and Wells Fargo Bank, National Association, as Administrative Agent and as Collateral Agent, (ii) the Pledge and Security Agreement dated as of December 15, 2010 (as amended, restated, supplemented or otherwise modified prior to the date hereof, the "Existing Security Agreement"), among the Borrower, certain Subsidiaries of the Borrower, and Wells Fargo Bank, National Association as Collateral Agent (the "Collateral Agent"), and (iii) the Trademark Security Agreement dated as of December 15, 2010 (the "Existing Trademark Security Agreement") among the Borrower, ATC IP License Holdings, LLC, vAuto, Inc., Kelley Blue Book Co., Inc., APJ Holdings, Inc., CDMData, Inc., CDM Dealer Services, Inc., HN Acquisition, Inc., (collectively, the "Grantors", and each, a "Grantor") and the Collateral Agent, ((ii) and (iii), together, the "Existing Security Agreements").

WHEREAS, pursuant to the Existing Security Agreements, the Grantors granted to the Collateral Agent, for the benefit of the Secured Parties, a security interest in all right, title or interest of the Grantors in certain intellectual property, including the trademarks of the Grantors set forth on Schedule A hereto (the "Trademarks"), which security interests were recorded with the United States Patent and Trademark Office on December 21, 2010 on Reel 4437, Frame 039 and on July 5, 2011 on Reel 4585, Frame 490.

WHEREAS, in connection with the payment in full of all Obligations of the Borrower and the Credit Parties, the termination in whole of the Revolving Commitments and the release of security interests under the Collateral Documents, the Borrower has informed the Collateral Agent of its desire that the Collateral Agent, on behalf of the Secured Parties, release all right, title and interest granted to it, for the benefit of the Secured Parties, under the Existing Security Agreements in and to the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Collateral Agent hereby (i) terminates

the Existing Trademark Security Agreement, (ii) terminates, cancels and releases any and all security interests it has in and against the Trademarks and (iii) reassigns all right, title and interest it may have in, to or under the Trademarks, together with the goodwill associated therewith, including without limitation any renewals of any of the foregoing, and any proceeds of the foregoing, and any claims against third parties for past, present or future infringement or dilution of the Trademarks, to the applicable Grantor.

The Collateral Agent shall take all further actions, and provide to any Grantor, its successors, assigns or other legal representatives, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonably requested by any Grantor to more fully and effectively effectuate the purposes of this Release at the expense of such Grantor.

The execution and delivery of this Release and the performance of any actions by the Collateral Agent in accordance with this Release are made without representation or warranty by, or recourse to, the Collateral Agent or any other Secured Party.

THIS RELEASE SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND ENFORCED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAW PROVISIONS THAT WOULD RESULT IN THE APPLICATION OF ANY OTHER LAW.

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed as of the day and year first above written.

WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Collateral Agent,

By 
Name: Ekta Patel
Title: Vice President

[SIGNATURE PAGE TO TRADEMARK RELEASE]

TRADEMARK
REEL: 005258 FRAME: 0172

SCHEDULE A

TRADEMARK REGISTRATIONS AND APPLICATIONS

Registrant	Mark	Serial No.	Filing Date	Registration No.	Registration Date
AutoTrader.com, Inc.	AUTO MART	73/777,561	01/30/1989	1,569,635	12/05/1989
AutoTrader.com, Inc.	AUTO MART.COM	78/805,564	02/02/2006	3,271,840	07/31/2007
AutoTrader.com, Inc.	AUTOBIOGRAPHY	75/828,749	10/22/1999	2,401,930	11/07/2000
AutoTrader.com, Inc.	AUTOMART and DESIGN	77/615,924	11/17/2008	3,619,400	05/12/2009
AutoTrader.com, Inc.	AUTOMART.COM	78/579,447	03/03/2005	3,156,454	10/17/2006
AutoTrader.com, Inc.	AUTOMERCADO.COM	78/662,419	07/01/2005	3,188,924	12/26/2006
AutoTrader.com, Inc.	CARS GO FASTER!	78/748,568	11/07/2005	3,236,226	05/01/2007
AutoTrader.com, Inc.	CARSPOT	78/748,544	11/07/2005	3,236,224	05/01/2007
AutoTrader.com, Inc.	PRO	78/748,806	11/07/2005	3,241,481	05/15/2007
AutoTrader.com, Inc.	S and DESIGN	78/748,790	11/07/2005	3,311,850	10/16/2007
AutoTrader.com, Inc.	THE SMARTER PLACE TO BUY AND SELL A CAR	78/751,064	11/10/2005	3,171,118	11/14/2006
AutoTrader.com, Inc.	TURN 2	77/462,879	05/01/2008	3,713,898	11/24/2009
AutoTrader.com, Inc.	VINTRUST	78/748,723	11/07/2005	3,236,229	05/01/2007
AutoTrader.com, Inc.	WHAT WE DO WORKS	77/447,780	04/14/2008	3,512,434	10/07/2008
AutoTrader.com, Inc.	YOUR CAR IS WAITING	75/916,323	02/11/2000	2,542,258	02/26/2002
AutoTrader.com, Inc.	THE ULTIMATE AUTOMOTIVE MARKETPLACE	77/171,044	05/02/2007	3,571,134	02/10/2009
AutoTrader.com, Inc.	DEALS ON WHEELS	73/471,570	03/22/1984	1,320,674	02/19/1985
AutoTrader.com, Inc.	DEALS ON WHEELS	75/508,493	06/25/1998	2,308,694	01/18/2000
AutoTrader.com, Inc.	CARGASM	77/412,093	03/04/2008	-	-
AutoTrader.com, Inc.	SOLO	77/248,073	08/06/2007	-	-
Kelley Blue Book Co., Inc.	AUTOSHARE	78/692,902	08/15/2005	3,240,674	05/08/2007
Kelley Blue Book Co., Inc.	BLUE BOOK	76/573,462	01/30/2004	2,922,448	02/01/2005
Kelley Blue Book Co., Inc.	KARPOWER	74/460,124	11/18/1993	1,907,129	07/25/1995
Kelley Blue Book Co., Inc.	KARPOWER ONLINE	78/868,870	04/25/2006	3,410,809	04/08/2008
Kelley Blue Book Co., Inc.	KBB	78/870,340	04/26/2006	3,211,238	02/20/2007
Kelley Blue Book Co., Inc.	KBB.COM	76/179,368	12/12/2000	2,719,795	03/27/2003
Kelley Blue Book Co., Inc.	KELLEY BLUE BOOK	76/188,534	12/29/2000	2,679,776	01/28/2003
Kelley Blue Book Co., Inc.	KELLEY BLUE BOOK OFFICIAL GUIDE SEAL	73/198,130	12/26/1978	1,142,514	12/09/1980
Kelley Blue Book Co., Inc.	KELLEY BLUE BOOK OFFICIAL GUIDE SEAL	74/115,001	11/13/1990	1,904,124	07/11/1995
Kelley Blue Book Co., Inc.	KELLEY BLUE BOOK OFFICIAL GUIDE SEAL	76/188,867	12/29/2000	2,671,144	01/07/2003
Kelley Blue Book Co., Inc.	LIVEVALUE	77/949,967	03/03/2010	-	-
Kelley Blue Book Co., Inc.	LIVEVALUE	77/949,969	03/03/2010	-	-
Kelley Blue Book Co., Inc.	LIVEVALUE	77/949,970	03/03/2010	-	-
Kelley Blue Book Co., Inc.	MARKET WATCH	78/550,422	01/19/2005	3,141,278	09/12/2006
Kelley Blue Book Co., Inc.	PERFECT CAR FINDER	78/557,312	01/31/2005	3,119,546	07/25/2006
Kelley Blue Book Co., Inc.	POCKET KARPOWER	78/868,873	04/25/2006	3,662,060	07/28/2009
Kelley Blue Book Co., Inc.	POWERSYSTEM	74/460,120	11/18/1993	1,907,128	07/25/1995
Kelley Blue Book Co., Inc.	REALITY CHECK	85/127,328	09/10/2010	-	-
Kelley Blue Book Co., Inc.	THE TRUSTED MARKETPLACE	77/750,929	06/03/2009	3,838,955	08/24/2010
Kelley Blue Book Co., Inc.	THE TRUSTED RESOURCE	78/550,442	01/19/2005	3,067,803	03/14/2006
CDMdata, Inc.	AUTOOFFICE (stylized)	78/321,212	10/30/2003	2,988,162	08/23/2005
CDMdata, Inc.	AUTOOFFICE	78/870,329	04/26/2006	3,251,227	06/12/2007

CDM data, Inc.	DIGITAL LOT	75/755,945	07/20/1999	2,881,942	09/07/2004
CDMdata, Inc.	DIGITALLOT	78/869,374	04/25/2006	3,299,939	09/25/2007
vAuto, Inc.	MPOWER	78/397,243	04/06/2004	3,177,797	11/28/2006
vAuto, Inc.	AUTOMATCH TECHNOLOGY	77/503,300	06/19/2008	3,781,890	04/27/2010
vAuto, Inc.	LIVE MARKET VIEW	77/503,394	06/19/2008	3,569,643	02/03/2009
vAuto, Inc.	VAUTO	77/09,429	12/07/2006	3,445,857	06/0/2008
vAuto, Inc.	REAL DEAL	77/683,283	03/04/2009	-	-
vAuto, Inc.	REAL DEAL REPORT	77/689,833	03/12/2009	-	-
vAuto, Inc.	REDWAGON	85/078,751	07/06/2010	-	-
vAuto, Inc.	AUTOWRITER	77/733,816	05/11/2009	-	-
vAuto, Inc.	VELOCITY	77/879,496	11/24/2009	-	-
vAuto, Inc.	VELOCITY MANAGEMENT	77/879,554	11/04/2009	-	-

Registrations

VinAcquisition, Inc.	VINSTICKERS	78/750,664	November 9, 2005	3,284,006	August 21, 2007
VinAcquisition, Inc.	VINBROCHURES	78/750,625	November 9, 2005	3,383,593	February 12, 2008
VinAcquisition, Inc.	MOTOSNAP	85/168,994	November 4, 2010	3,977,786	June 14, 2011

Applications

VinAcquisition, Inc.	VINSTICKERS	85/169,112	November 4, 2010		
VinAcquisition, Inc.	VINCAMERA	85/184,465	November 24, 2010		
VinAcquisition, Inc.	VINCAMERA	85/184,497	November 24, 2010		
VinAcquisition, Inc.	VINSOLUTIONS.COM (and Design)	85/192,123	December 7, 2010		
VinAcquisition, Inc.	VINLENS	85/184,703	November 24, 2010		