

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM564393

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/31/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Chrome Systems, Inc.		02/12/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Dealertrack, Inc.		
Street Address:	1111 Marcus Avenue		
City:	Lake Success		
State/Country:	NEW YORK		
Postal Code:	11042		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4169177	FINANCEDRIVER	
Registration Number:	4071832	PAYMENTDRIVER	
Registration Number:	4795411	SMARTFIND	
Registration Number:	4354439	TRADEDRIVER	
CORRESPONDENCE DATA			
Fax Number:	4048156555		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-815-6500		
Email:	byates@kilpatricktownsend.com		
Correspondent Name:	Barbara Yates, Paralegal		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	c/o Kilpatrick Townsend & Stockton LLP		
Address Line 4:	Atlanta, GEORGIA 30309-4528		
ATTORNEY DOCKET NUMBER:	1039656		
NAME OF SUBMITTER:	Barbara Yates		
SIGNATURE:	/Barbara Yates/		
DATE SIGNED:	02/28/2020		

OP \$115.00 4169177

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into by and between Chrome Systems, Inc., a Delaware corporation with a principal address of 6205 Peachtree Dunwoody Rd., Atlanta, Georgia 30328 (the "Assignor"), and Dealertrack, Inc., a Delaware corporation with a principal address of 1111 Marcus Avenue, Lake Success, New York 11042 (the "Assignee"), and is effective as of December 31, 2019 ("Effective Date").

WHEREAS, the parties acknowledge and confirm that Assignor adopted and used, and is the owner of certain trademarks ("Marks"), including the registrations therefor ("Registrations"), and all the goodwill arising therefrom, as listed in the attached Exhibit A;

WHEREAS, Assignor wishes to assign, grant, and deliver exclusively unto Assignee all of its right, title, and interest of every kind and nature whatsoever in and to the Marks and Registrations, all goodwill relating thereto, and all right of action and claims for past infringement thereof; and

WHEREAS, Assignee desires to acquire all of Assignor's rights in and to the Marks and Registrations as set forth above.

NOW, THEREFORE, in consideration of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor assigns to Assignee all right, title, and interest in and to the Marks and Registrations, together with all of the goodwill relating thereto, and all rights of action and claims for past infringement thereof.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has executed this Assignment on the day indicated, effective **nunc pro tunc** as of the Effective Date.

Chrome Systems, Inc.

By: 

Name: Luis Avila

Title: Assistant Secretary

Date: Feb 12, 2020

EXHIBIT A

United States Marks and Registrations

Mark	Registration Number
FINANCEDRIVER	4169177
PAYMENTDRIVER	4071832
SMARTFIND	4795411
TRADEDRIVER	4354439