

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ADP, Inc.		02/19/2013	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	ADP Dealer Services, Inc.
Street Address:	1950 Hassell Road
City:	Hoffman Estates
State/Country:	ILLINOIS
Postal Code:	60195
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 52**

Property Type	Number	Word Mark
Serial Number:	85520541	ADP DRIVEMOTION
Serial Number:	85684577	ADP SERVICEEDGE
Registration Number:	3285678	ADP W.E.B.CRM
Registration Number:	3285652	ADP W.E.B.DESKING
Registration Number:	3374210	ADP W.E.B.MARKETING
Registration Number:	3518477	ADP W.E.B.MENU
Registration Number:	3250605	ADP W.E.B.SUITE
Registration Number:	3290380	ADP W.E.B.SUITE
Registration Number:	3274381	ADP W.E.B.VEHICLE
Registration Number:	3130697	APPOINTMENT CYCLE
Registration Number:	2947923	BD BOOT CAMP
Registration Number:	3001292	BD COLLEGE
Registration Number:	3304960	BD PROCESS
Registration Number:	2144338	BDC

OP \$1315.00 85520541

Registration Number:	2160137	BDC SALES ADVISOR
Registration Number:	2144340	BDM
Registration Number:	2135543	BDS
Serial Number:	85682130	BOU
Registration Number:	3057223	BUZZMAIL
Registration Number:	3399427	BUZZ TRAK
Registration Number:	3301651	BZ
Registration Number:	3317094	BZ
Registration Number:	3301652	BZ RESULTS
Registration Number:	2992065	CALL OF THE NATION
Registration Number:	3243151	CUSTOMER TOUCH
Registration Number:	3190314	CUSTOMER TOUCH
Registration Number:	2986450	DATAFRESH
Registration Number:	3112907	DEALERCAP
Registration Number:	3105064	DEALERCAP
Registration Number:	2981020	DEALERSHIP OPERATING PLAN
Registration Number:	3073546	DEALERSUITE
Registration Number:	3166022	DMP
Registration Number:	2966873	DOP
Registration Number:	3206692	DOX
Registration Number:	3107975	LASERSTATION
Registration Number:	3110704	LEADSONDEMAND
Registration Number:	2270102	LIGHTSPEED
Registration Number:	4133081	LIGHTSPEEDEVO
Registration Number:	4133082	LIGHTSPEEDNXT
Registration Number:	1500736	MNI
Registration Number:	1471316	MNI
Registration Number:	2562093	PARTSCAN
Registration Number:	1781897	PARTSVOICE
Registration Number:	3627547	RESULTS MADE EASY
Registration Number:	3418206	SHOP CALLS
Registration Number:	1770373	TIPS
Serial Number:	85664213	TRAVER BDI
Registration Number:	2412251	TRAVER BD SYSTEM
Registration Number:	2167265	TRAVER TECHNOLOGIES

	2992086	TRAVER TECHNOLOGIES DRIVING FRONT-END SO
Registration Number:	2918029	VEHICLESCAN
Registration Number:	3551414	WEBCOMPOSITE

**CORRESPONDENCE DATA**

Fax Number: 6507986701  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (650) 798-6700  
Email: PLTrademarks@klgates.com  
Correspondent Name: Susan Hollander and Jocelyn Belloni, K&L  
Address Line 1: 630 Hansen Way  
Address Line 4: Palo Alto, CALIFORNIA 94304

ATTORNEY DOCKET NUMBER:	1402063.00001
NAME OF SUBMITTER:	Jocelyn M. Belloni
Signature:	/jocelyn m. belloni/
Date:	04/22/2013

**Total Attachments: 5**  
source=Assignment from ADP Inc to ADP Dealer Services Inc#page1.tif  
source=Assignment from ADP Inc to ADP Dealer Services Inc#page2.tif  
source=Assignment from ADP Inc to ADP Dealer Services Inc#page3.tif  
source=Assignment from ADP Inc to ADP Dealer Services Inc#page4.tif  
source=Assignment from ADP Inc to ADP Dealer Services Inc#page5.tif

## TRADEMARK ASSIGNMENT

**WHEREAS**, ADP, Inc., a Delaware corporation with its principal place of business at One ADP Boulevard, Roseland, New Jersey, 07068 (the "**Assignor**"), has adopted, used, is using, and is the owner of the trademarks for which registrations were issued and applications filed in the United States Patent and Trademark Office, and said registrations and applications are listed in Exhibit "A" attached hereto;

**WHEREAS**, ADP Dealer Services, Inc., a Delaware corporation, formerly known as Cobalt Group, Inc., with its principal place of business at 1950 Hassell Road, Hoffman Estates, Illinois, 60195 (the "**Assignee**"), wishes to acquire all right, title and interest in said trademarks within the United States;

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title, and interest in and to the said trademarks in the United States, together with the good will of the business symbolized by the trademarks as of July 1, 2011 ("Effective Date"). Assignor and Assignee hereby consent to and request recordation of this Assignment and further authorize and request that all official documents and communications relating to said trademarks issue and deliver to Assignee, its attorneys, agents, successors or assigns.

**IN WITNESS WHEREOF**, Assignor has caused this Trademark Assignment to be duly executed and delivered as of the Effective Date, and Assignee has acknowledged the execution and delivery.

Dated: 2/19/13

ADP, Inc.

By: 

Name: Michael A. Bonarti

Title: President & Secretary

STATE OF NEW JERSEY  
COUNTY OF Essex

On this 19 day of February, 2013, before me a Notary Public, personally appeared Michael A. Bonarti personally known to me to be the President of ADP, Inc. and that he/she, as such officer, being authorized so to do, executed the foregoing instrument for the purpose therein contained, by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Mary Bernadette Woods  
Notary Public

MARY BERNADETTE WOODS  
NOTARY PUBLIC OF NEW JERSEY  
MY COMMISSION EXPIRES AUGUST 29, 2016

My commission expires: \_\_\_\_\_

Exhibit "A"

Country	Mark	Application No.	Registration No.	Owner
U.S.	ADP DRIVEMOTION	85/520,541	N/A	ADP, Inc.
U.S.	ADP SERVICEEDGE	85/684,577	N/A	ADP, Inc.
U.S.	ADP W.E.B.CRM	N/A	3,285,678	ADP, Inc.
U.S.	ADP W.E.B.DESKING	N/A	3,285,652	ADP, Inc.
U.S.	ADP W.E.B.MARKETING	N/A	3,374,210	ADP, Inc.
U.S.	ADP W.E.B.MENU	N/A	3,518,477	ADP, Inc.
U.S.	ADP W.E.B.SUITE	N/A	3,250,605	ADP, Inc.
U.S.	ADP W.E.B.SUITE	N/A	3,290,380	ADP, Inc.
U.S.	ADP W.E.B.VEHICLE	N/A	3,274,381	ADP, Inc.
U.S.	APPOINTMENT CYCLE	N/A	3,130,697	ADP, Inc.
U.S.	BD BOOT CAMP	N/A	2,947,923	ADP, Inc.
U.S.	BD COLLEGE	N/A	3,001,292	ADP, Inc.
U.S.	BD PROCESS	N/A	3,304,960	ADP, Inc.
U.S.	BDC	N/A	2,144,338	ADP, Inc.
U.S.	BDC SALES ADVISOR	N/A	2,160,137	ADP, Inc.
U.S.	BDM	N/A	2,144,340	ADP, Inc.
U.S.	BDS	N/A	2,135,543	ADP, Inc.
U.S.	BOU	85/682,130	N/A	ADP, Inc.
U.S.	BUZZMAIL	N/A	3,057,223	ADP, Inc.
U.S.	BUZZ TRAK	N/A	3,399,427	ADP, Inc.
U.S.	BZ	N/A	3,301,651	ADP, Inc.
U.S.	BZ & Design	N/A	3,317,094	ADP, Inc.
U.S.	BZ RESULTS	N/A	3,301,652	ADP, Inc.
U.S.	CALL OF THE NATION	N/A	2,992,065	ADP, Inc.
U.S.	CUSTOMER TOUCH	N/A	3,243,151	ADP, Inc.

Exhibit "A"

	Country	Mark	Application No.	Registration No.	Owner
	U.S.	CUSTOMER TOUCH	N/A	3,190,314	ADP, Inc.
	U.S.	DATAFRESH	N/A	2,986,450	ADP, Inc.
	U.S.	DEALERCAP	N/A	3,112,907	ADP, Inc.
	U.S.	DEALERCAP	N/A	3,105,064	ADP, Inc.
	U.S.	DEALERSHIP OPERATING PLAN	N/A	2,981,020	ADP, Inc.
	U.S.	DEALERSUITE	N/A	3,073,546	ADP, Inc.
	U.S.	DMP	N/A	3,166,022	ADP, Inc.
	U.S.	DOP	N/A	2,966,873	ADP, Inc.
	U.S.	DOX	N/A	3,206,692	ADP, Inc.
	U.S.	LASERSTATION	N/A	3,107,975	ADP, Inc.
	U.S.	LEADSONDEMAND	N/A	2,110,704	ADP, Inc.
	U.S.	LIGHTSPEED	N/A	2,270,102	ADP, Inc.
	U.S.	LIGHTSPEEDEVO	85/308,278	4,133,081	ADP, Inc.
	U.S.	LIGHTSPEEDNXT	85/308,284	4,133,082	ADP, Inc.
	U.S.	MNI	N/A	1,500,736	ADP, Inc.
	U.S.	MNI & Design	N/A	1,471,316	ADP, Inc.
	U.S.	PARTSCAN	N/A	2,562,093	ADP, Inc.
	U.S.	PARTSVOICE	N/A	1,781,897	ADP, Inc.
	U.S.	RESULTS MADE EASY	N/A	3,627,547	ADP, Inc.
	U.S.	SHOP CALLS	N/A	3,418,206	ADP, Inc.
	U.S.	TIPS	N/A	1,770,373	ADP, Inc.
	U.S.	TRAVER BDI	85/664,213	N/A	ADP, Inc.
	U.S.	TRAVER BD SYSTEM	N/A	2,412,251	ADP, Inc.

Exhibit "A"

	U.S.	TRAVER TECHNOLOGIES	N/A	2,167,265	ADP, Inc.	
	<u>Country</u>	<u>Mark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Owner</u>	
	U.S.	TRAVER TECHNOLOGIES DRIVING FRONT END SOLUTIONS & Design	N/A	2,992,086	ADP, Inc.	
	U.S.	VEHICLESCAN	N/A	2,918,029	ADP, Inc.	
	U.S.	WEBCOMPOSITE	N/A	3,551,414	ADP, Inc.	