

5/1/06

Docket No.: 25343/37:24

FCIM PTO-1595 (Modified)  
(Rev. 03-01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
P08/REV03

05-08-2006  
103232793

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U.S. DEPARTMENT OF COMMERCE  
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To the Director of the United States Patent and Trademark Office: Please see the attached original documents or copy thereof.

1. Name of conveying party(ies):

Lee M. Davis  
Robert M. Spearman

Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):

Name: The Cobalt Group, Inc.

Internal Address: \_\_\_\_\_

Street Address: 2200 First Avenue South, Suite 400

City: Seattle State: WA ZIP: 98134

Additional name(s) & address(es) attached?  Yes  No

112959 U.S. PTO  
11/414939  
050106

3. Nature of conveyance:

- Assignment  Merger
- Security Agreement  Change of Name
- Other \_\_\_\_\_

Execution Date: 4/21/2003

4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is: May 1, 2006

A. Patent Application No.(s)

B. Patent No.(s)

05/03/2006 HTECKLU1 00000061 11414939

05 FC:8021

(40.00 DP)

Additional numbers attached?  Yes  No

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

Name: John R. Thompson

Internal Address: Stoel Rives LLP

One Utah Center

Street Address: 201 South Main Street, Suite 1100

City: Salt Lake City State: UT ZIP: 84111

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

Enclosed - Any excess or insufficiency should be credited or debited to deposit account

Authorized to be charged to deposit account

8. Deposit account number:

502375

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

John R. Thompson

*John R. Thompson*

May 1, 2006

Name of Person Signing

Signature

Date

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

5

Mail documents to be recorded with required cover sheet information to:

Mail Stop Assignment Recordation Services  
Director of the United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450

PATENT

REEL: 017848 FRAME: 0364

## ASSIGNMENT

WHEREAS, we, Lee M. Davis, Robert M. Spearman and Robert C. Combs (“Assignors”), having residences listed below, have made inventions described in a United States patent application entitled BUSINESS PLATFORM WITH NETWORKED, ASSOCIATION-BASED BUSINESS ENTITY ACCESS MANAGEMENT AND ACTIVE CONTENT WEBSITE CONFIGURATION, filed with the United States Patent and Trademark Office on January 24, 2003, and allotted Application No. 10/350,796; and

WHEREAS, The Cobalt Group, Inc. (“Assignee”), a Washington State corporation, having a principal place of business at 2200 First Avenue S., Suite 400, Seattle, WA 98134, is desirous of formalizing its ownership interest therein;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby sell, assign, and transfer to Assignee their full and exclusive right, title, and interest in and to said inventions, said patent application, and any and all patent rights and letters patent for said inventions in the United States and elsewhere throughout the world, including foreign patent priority rights and the right to apply for patents in foreign countries in our names or in the name of Assignee, and further including all divisions and continuations of said application and of any foreign patent applications and all reissues and extensions of patent rights and letters patent for said inventions, all to be held and enjoyed by Assignee, for its own use and benefit, and by its successors and assigns for their own use and benefit, for the full duration of the terms for which patent rights and letters patent may be granted in this or any foreign country, and covenant that we have full right so to do, and agree that we will communicate to Assignee, and its successors and assigns, any facts known to us respecting said inventions, and testify in any legal proceeding, sign all lawful papers, execute all lawful divisional, continuation, and reissue applications, make all rightful declarations or oaths, and do everything lawfully possible to aid Assignee, and its successors and assigns, to obtain and enforce proper patent protection for said inventions in this or any foreign country.

4-21-2003

Date

Lee M. Davis

Lee M. Davis  
28313 - 15<sup>th</sup> Avenue S.  
Federal Way, WA 98003

STATE OF WA )

) ss.

County of King )

This 21st day of April, 2003 before me personally came the above-named, who executed the foregoing instrument in my presence, and who acknowledged to me that he or she executed the same of his or her own free will for the purposes set forth herein.

Quanita K. Gardner

Notary Public for Seattle, WA

My commission expires: 8/16/06

Executed at Seattle, State of WA, this 21st day of April, 2003

\*\*\*\*\*

Date

Robert M. Spearman  
532 N. 74<sup>th</sup> Street  
Seattle, WA 98103

STATE OF \_\_\_\_\_ )

) ss.

County of \_\_\_\_\_ )

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, before me personally came the above-named, who executed the foregoing instrument in my presence, and who acknowledged to me that he or she executed the same of his or her own free will for the purposes set forth herein.

Notary Public for \_\_\_\_\_

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

Executed at \_\_\_\_\_, State of \_\_\_\_\_, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

Date \_\_\_\_\_ Lee M. Davis  
28313 - 15<sup>th</sup> Avenue S.  
Federal Way, WA 98003

STATE OF \_\_\_\_\_ )  
 ) ss.  
County of \_\_\_\_\_ )

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_, before me  
personally came the above-named, who executed the foregoing instrument in my  
presence, and who acknowledged to me that he or she executed the same of his or  
her own free will for the purposes set forth herein.

\_\_\_\_\_  
Notary Public for \_\_\_\_\_  
My commission expires: \_\_\_\_\_

Executed at \_\_\_\_\_, State of \_\_\_\_\_, this  
day of \_\_\_\_\_, 20\_\_.

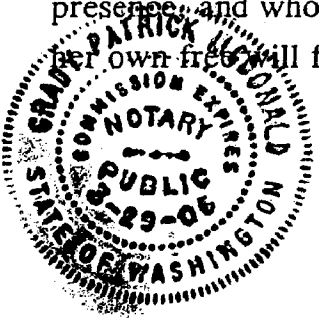
\*\*\*\*\*

4/21/2003  
Date

Robert M. Spearman  
Robert M. Spearman  
532 N. 74<sup>th</sup> Street  
Seattle, WA 98103

STATE OF WASHINGTON )  
 ) ss.  
County of KING )

This 21<sup>st</sup> day of APRIL, 2003, before me  
personally came the above-named, who executed the foregoing instrument in my  
presence, and who acknowledged to me that he or she executed the same of his or  
her own free will for the purposes set forth herein.



Gary Patrick Spearman  
Notary Public for ROBERT SPEARMAN  
My commission expires: 3-29-06

21<sup>st</sup> Executed at GREENWOOD MONEY TREE, State of WASHINGTON, this  
day of APRIL, 2003.

Date

Robert C. Combs

12832 - 464<sup>th</sup> Avenue SE

North Bend, WA 98045

STATE OF \_\_\_\_\_ )

) ss.

County of \_\_\_\_\_ )

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, before me personally came the above-named, who executed the foregoing instrument in my presence, and who acknowledged to me that he or she executed the same of his or her own free will for the purposes set forth herein.

\_\_\_\_\_  
Notary Public for \_\_\_\_\_

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

Executed at \_\_\_\_\_, State of \_\_\_\_\_, this  
\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.

Customer No.: 3528  
STOEL RIVES LLP  
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Portland, Oregon 97204-1268  
Telephone: (206) 624-0900  
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Attorney Docket No. 25343/37:5