

09-28-2006



103313742

Tab settings → → → ▼ ▼
To the Director of the United States Patent and Tr

Use the attached original documents or copy thereof.

1. Name of conveying party(ies):

Matthew Royce Ullman
Brian T. Worsham
Douglas George Orman Leonard

9-12-06

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: September 14, 2006, September 19, 2006

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

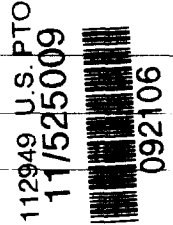
Name: The Cobalt Group, Inc.

Internal Address: _____

Street Address: 2200 First Avenue South, Suite 400

City: Seattle State: WA ZIP: 98134

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



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: September 21, 2006

A. Patent Application No.(s) Filing Date

09/25/2006 SSITHIB1 00000050 11525009
05 FC:8021

40.00 OP

B. Patent No.(s)

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

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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

Name of Person Signing

John R. Thompson
Signature

September 21, 2006

Date

Total number of pages including cover sheet, attachments, and document: 5

WHEN RECORDED RETURN TO:

PATENT APPLICATION
Docket No.: 25343/37:28

Stoel Rives LLP
One Utah Center
201 South Main Street, Suite 1100
Salt Lake City, Utah 84111

ASSIGNMENT

We, MATTHEW ROYCE ULLMAN, of 521 – 5th Avenue West #903, Seattle, Washington 98119, BRIAN T. WORSHAM of 25459 SE 274th Place, Maple Valley, Washington 98038, and DOUGLAS GEORGE ORMAN LEONARD, of 4576 Westway Drive SE, Port Orchard, Washington 98366, have invented the inventions described in a United States Application Serial No. _____, entitled **SOURCE- AND VENUE-SPECIFIC INVENTORY DATA PROCESSING AND IDENTIFICATION SYSTEM**, filed on _____, in the United States Patent and Trademark Office. (We hereby authorize the attorneys of Stoel Rives LLP to insert said serial number and filing date when known.)

The Assignee, The Cobalt Group, Inc., 2200 First Avenue South, Suite 400, Seattle, WA 98134, desires to secure the entire right, title and interest therein.

For good and valuable consideration, the receipt and sufficiency of which we hereby acknowledge, WE HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title and interest in said inventions in the above-identified United States patent application and in all divisions, continuations and continuations-in-part of said application, or reissues or extensions of Letters Patent or Patents granted thereon, and in all corresponding applications filed in countries foreign to the United States, and in all patents issuing thereon in the United States and Foreign countries.

The right to file foreign patent applications on said invention in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

We hereby authorize and request the United States Commissioner of Patents and Trademarks, and such Patent Office officials in foreign countries as are duly authorized by their patent laws to issue patents, to issue any and all patents on said invention to the Assignee as the owner of the entire interest, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.


We hereby agree, without further consideration and without expense to us, to sign all lawful papers and to perform all other lawful acts which the Assignee may request of us to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Prompt execution of all original, divisional, substitute, reissue, and other United States and foreign patent applications on said invention, and all lawful documents requested by the Assignee to further the prosecution of any of such patent applications.

Cooperation to the best of our ability in the execution of all lawful documents, the production of evidence, nullification, reissue, extension, or infringement proceedings involving said invention.

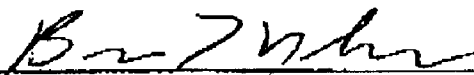
This assignment and agreement shall be binding upon our heirs and legal representatives.

DATED this 14 day of SEPTEMBER, 2006.


MATTHEW ROYCE ULLMAN
521 - 5th Avenue West #903
Seattle, Washington 98119

This assignment and agreement shall be binding upon our heirs and legal representatives.

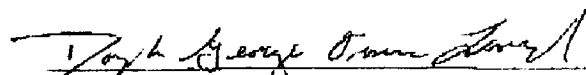
DATED this 19 day of September, 2006.



BRIAN T. WORSHAM
25459 SE 274th Place
Maple Valley, Washington 98038

This assignment and agreement shall be binding upon our heirs and legal representatives.

DATED this 14 day of SEPTEMBER, 2006.


DOUGLAS GEORGE ORMAN LEONARD
4576 Westway Drive SE
Port Orchard, Washington 98366

SaltLake-285538.1 0025343-00037

4

RECORDED: 09/21/2006

PATENT
REEL: 018335 FRAME: 0147