

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BIG Finance and Insurance Services, Inc.		01/10/2008	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	DealerTrack, Inc.		
Street Address:	1111 Marcus Avenue		
Internal Address:	Suite M04		
City:	Lake Success		
State/Country:	NEW YORK		
Postal Code:	11042		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2592209	THEBIGFNI.COM	
Registration Number:	2907678	BANKERS INTEGRATION GROUP, INC.	
Registration Number:	3171048	BIGFNI	
CORRESPONDENCE DATA			
Fax Number:	(617)523-1231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6175701255		
Email:	tadmin@goodwinprocter.com, rcrawford@goodwinprocter.com		
Correspondent Name:	Robert M. Crawford, Jr.		
Address Line 1:	53 State Street		
Address Line 2:	Goodwin Procter LLP		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	104570-175901		

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NAME OF SUBMITTER:	Robert M. Crawford, Jr.
Signature:	/Robert M. Crawford/
Date:	01/30/2008
Total Attachments: 5 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif source=Trademark Assignment#page3.tif source=Trademark Assignment#page4.tif source=Trademark Assignment#page5.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 10th day of January, 2008, by and between BIG Finance and Insurance Services, Inc., a Nevada corporation ("Seller") and DealerTrack, Inc., a Delaware corporation ("Buyer").

WHEREAS, Seller holds all right, title and interest in and to the trademarks, service marks and trade names identified in the attached Schedule A (the "Marks").

WHEREAS, Buyer and Seller have entered into that certain Asset Purchase Agreement dated October 9, 2007 (the "Purchase Agreement"), pursuant to which Buyer is acquiring all of Seller's right, title and interest in and to certain of the assets relating to the Business (as defined in the Purchase Agreement), including the Marks, together with the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Seller does hereby sell, assign, convey and transfer unto Buyer, its successors, assigns, and legal representatives, Seller's entire right, title and interest in and throughout the United States of America, its territories and all foreign countries, in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Buyer, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Buyer's sole use and enjoyment; provided, however, that Seller does not sell, assign, convey or transfer any rights unto said Buyer to any Excluded Assets (as defined in the Purchase Agreement), including, without limitation, any claim against Finance Express, LLC or Manheim Automotive Financial Services, Inc., or any of their affiliates arising out of that certain Letter of Intent dated March 19, 2007 or otherwise or any third party for any claim related to such a claim against Finance Express, LLC or Manheim Automotive Financial Services, Inc., or any of their affiliates.

Seller further authorizes the Director of the United States Patent & Trademark Office, and any official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Buyer, its successors, legal representatives and assigns in accordance with the terms of this instrument. To the extent necessary to complete such registrations, Buyer is hereby authorized to record this Assignment with the United States Patent & Trademark Office and any similar office of any country or countries foreign to the United States.

The Seller hereby further assigns, transfers and conveys to the Buyer any and all claims that Seller may hold for damages for reason of past, present or future infringement of the Marks.

The Seller hereby represents and warrants that it is the sole owner of the Marks.

To the extent Seller retains any right, title or interest in or to the Marks that cannot be assigned to Buyer pursuant to this Assignment, then Seller hereby agrees to waive for all time any claims that Seller may have concerning the Marks. Seller shall make no further use of the Marks for its own benefit or the benefit of another, nor shall Seller challenge Buyer's use of the Marks after the date of this Assignment.

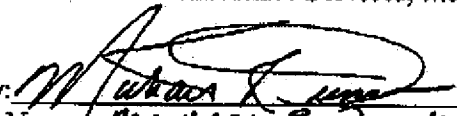
No modifications of or additions to this Assignment shall have effect unless in writing and properly executed by both Seller and Buyer, making specific reference to this Assignment by date, parties, and subject matter. This Assignment and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict of laws principles. This Assignment may be executed in counterparts.

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Trademark Assignment

IN WITNESS WHEREOF, Seller and Buyer have caused this Assignment to be executed by their duly authorized officers as of the date first written above.

BIG Finance and Insurance Services, Inc.

By: 
Name: MICHAEL R DUNN
Title: CEO & CHAIRMAN

DEALERTRACK, INC.

By: _____
Name:
Title:

Signature Page to Trademark Assignment

IN WITNESS WHEREOF, Seller and Buyer have caused this Assignment to be executed by their duly authorized officers as of the date first written above.

BIG Finance and Insurance Services, Inc.

By: _____
Name:
Title:

DEALERTRACK, INC.

By: Richard McLeer
Name: RICHARD McLEER
Title: SVP.

SCHEDULE A

MARKS		
	Description	App./Reg. No.
Canada		
	BIGFNI Swish Logo Canadian Application No. 1,297,394	<u>Pending</u> Canadian App. 1,297,394
	BANKERS INTEGRATIONS GROUP, INC.; Canadian App. 1,195,394; Prev. Foley 036368-8003	Canadian Reg. TMA0690363 (App. 1,195,394)
United States		
	THEBIGFNI.COM Prev. Foley 036368-8001; Prev. Brull 30055.200US01	Reg. 2,592,209 7-09-02
	BANKERS INTEGRATIONS GROUP, INC.; Prev. Foley 036368-8002; Prev. Brull 30055.201US01	Reg. 2,907,678 12-07-04
	BIGFN1 SWITCH LOGO	Reg. 3,171,048 11-14-06