

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
American Auto Exchange, Inc.		07/16/2009	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	DealerTrack, Inc.
Street Address:	1111 Marcus Avenue
Internal Address:	S: M04
City:	Lake Success
State/Country:	NEW YORK
Postal Code:	11042
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	77584579	CORE IS KING
Serial Number:	78814104	IDEAL INVENTORY MODEL
Serial Number:	77089988	MOBILE AAX
Serial Number:	77606284	PRICEDRIVER
Registration Number:	2714489	AAX
Registration Number:	3528164	AAX
Registration Number:	2707882	AAXCHANGE
Registration Number:	3437098	PINPOINT
Registration Number:	3094765	XCHANGELANE
Registration Number:	3437099	PROFI

CORRESPONDENCE DATA

Fax Number: (516)706-3542
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

OP \$265.00 77584579

Phone: 212-644-8312
Email: dana_breitman@yahoo.com
Correspondent Name: Law Offices of Dana Breitman P.C.
Address Line 1: 425 East 58th Street
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Dana Breitman
Signature:	/danabreitman/
Date:	07/27/2009

Total Attachments: 1
source=AAX DT Assignment Executed#page1.tif

ASSIGNMENT

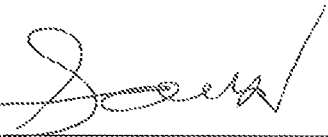
WHEREAS, American Auto Exchange, Inc., formerly a corporation organized and existing under the laws of Texas, located at 5001 Spring Valley Road, Suite 1135 East, Dallas, Texas 75244, and as of October 15, 2008 a corporation organized and existing under the laws of Florida, located at 100 Jim Moran Boulevard, Deerfield Beach, Florida 33442 ("Assignor") has used the trademarks, is the owner of common law rights to these marks, and is the owner of the trademark registrations identified in the chart below (hereinafter "Trademarks");

TRADEMARK	SN/REG. NO.
AAX	2714489
AAX	3528164
AAXCHANGE	2707882
PINPOINT	3437098
XCHANGELANE	3094765
PROFI	3437099
CORE IS KING	77584579
IDEAL INVENTORY MODEL	78814104
MOBILE AAX	77089988
PRICEDRIVER	77606284

And WHEREAS, DealerTrack, Inc., a corporation organized and existing under the laws of the state of Delaware, located at 1111 Marcus Avenue, Suite M04, Lake Success, New York 11042 ("Assignee") is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified common law rights therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

AMERICAN AUTO EXCHANGE, INC.

By: 
Name: Gary Papilsky
Title: Secretary
Date: 7-16-09