

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Source Interlink Magazines, LLC		06/06/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Source Interlink Media, LLC		
Street Address:	831 South Douglas Street		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	85137616	INTELLICHOICE AUTO BUYING PROGRAM	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)531-9376		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3105319900		
Email:	trademark@sorc.com, scott.spooner@sorc.com, elizabeth.valenciano@sorc.com		
Correspondent Name:	Scott J. Spooner		
Address Line 1:	831 South Douglas Street		
Address Line 4:	El Segundo, CALIFORNIA 90245		
NAME OF SUBMITTER:	Scott J. Spooner		
Signature:	/Scott J. Spooner/		
Date:	06/06/2011		
Total Attachments: 1 source=85137616 INTELLICHOICE AUTO BUYING PROGRAM#page1.tif			

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June 6, 2011

U.S. Patent & Trademark Office

Dear Sir or Madam:

The undersigned is counsel and correspondent of record for U.S. Serial No. 85/137616 for the mark INTELLICHOICE AUTO BUYING PROGRAM. The applicant of record for U.S. Serial No. 85/137616 is Source Interlink Magazines, LLC. Source Interlink Magazines, LLC is a wholly-owned subsidiary of Source Interlink Media, LLC.

Source Interlink Media, LLC hereby requests that the U.S. Patent & Trademark Office assign U.S. Serial No. 85/137616 from Source Interlink Magazines, LLC to Source Interlink Media, LLC. Again, Source Interlink Media, LLC is the parent company of Source Interlink Magazines, LLC and wishes to hold U.S. Serial No. 85/137616 in the name of Source Interlink Media, LLC.

Please contact the undersigned if you have any questions concerning the assignment request from Source Interlink Media, LLC.

Very truly yours,

/Scott J. Spooner/

Scott J. Spooner