

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM377352

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DealerDirect LLC DBA FordDirect		03/21/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	FORD MOTOR COMPANY		
Street Address:	One American Road		
City:	Dearborn		
State/Country:	MICHIGAN		
Postal Code:	48126		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86650808	DEALERCONNECTION	
CORRESPONDENCE DATA			
Fax Number:	2483583351		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	ejanda@brookskushman.com		
Correspondent Name:	Elizabeth F. Janda		
Address Line 1:	1000 Town Center		
Address Line 2:	22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075		
ATTORNEY DOCKET NUMBER:	FMCN0318TUS/83660169		
NAME OF SUBMITTER:	Elizabeth F. Janda		
SIGNATURE:	/elizabeth f janda/		
DATE SIGNED:	03/21/2016		
Total Attachments: 1			
source=DEALERCONNECTION-Assignment 03212016_encrypted_#page1.tif			

CH \$40.00 86650808

ASSIGNMENT OF TRADEMARK

WHEREAS, DealerDirect LLC, doing business as FordDirect, a Delaware limited liability company, having its principal place of business at 4 Parklane Blvd., Suite 675, Dearborn, MI 48126 ("Assignor") is the owner of record of the following service mark and application in the United States Trademark Office:

<u>Application No.</u>	<u>Mark</u>	<u>Filed</u>
86650808	DEALERCONNECTION	June 3, 2015

WHEREAS, FORD MOTOR COMPANY, a Delaware corporation, with its principal place of business at One American Road, Dearborn, Michigan 48126 ("Assignee"), is the owner of the service mark DEALER CONNECTION and U.S. Service Mark Registrations numbered 2854061, 2948213 and 2862999, all for DEALER CONNECTION, and desires to acquire the above-asserted service mark and application for DEALERCONNECTION;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the service mark DEALERCONNECTION, together with the goodwill of the business symbolized by the trademark, and the above identified Application Serial No. 86650808.

DEALERDIRECT LLC, D/B/A FORDDIRECT,
Assignor

Signature:  _____

Name: Beth Hill

Title: General Counsel/CCO

Date: Mar 21, 2016