

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM564393

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/31/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Chrome Systems, Inc.		02/12/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Dealertrack, Inc.		
<b>Street Address:</b>	1111 Marcus Avenue		
<b>City:</b>	Lake Success		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11042		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4169177	FINANCEDRIVER	
<b>Registration Number:</b>	4071832	PAYMENTDRIVER	
<b>Registration Number:</b>	4795411	SMARTFIND	
<b>Registration Number:</b>	4354439	TRADEDRIVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048156555		
<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>			
<b>Phone:</b>	404-815-6500		
<b>Email:</b>	byates@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Barbara Yates, Paralegal		
<b>Address Line 1:</b>	1100 Peachtree Street, Suite 2800		
<b>Address Line 2:</b>	c/o Kilpatrick Townsend & Stockton LLP		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>ATTORNEY DOCKET NUMBER:</b>	1039656		
<b>NAME OF SUBMITTER:</b>	Barbara Yates		
<b>SIGNATURE:</b>	/Barbara Yates/		
<b>DATE SIGNED:</b>	02/28/2020		

OP \$115.00 4169177

**Total Attachments: 2**

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source=Executed Assignment of Marks from Chrome Systems to Dealertrack Inc#page2.tif

**TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is made and entered into by and between Chrome Systems, Inc., a Delaware corporation with a principal address of 6205 Peachtree Dunwoody Rd., Atlanta, Georgia 30328 (the "Assignor"), and Dealertrack, Inc., a Delaware corporation with a principal address of 1111 Marcus Avenue, Lake Success, New York 11042 (the "Assignee"), and is effective as of December 31, 2019 ("Effective Date").

**WHEREAS**, the parties acknowledge and confirm that Assignor adopted and used, and is the owner of certain trademarks ("Marks"), including the registrations therefor ("Registrations"), and all the goodwill arising therefrom, as listed in the attached Exhibit A;

**WHEREAS**, Assignor wishes to assign, grant, and deliver exclusively unto Assignee all of its right, title, and interest of every kind and nature whatsoever in and to the Marks and Registrations, all goodwill relating thereto, and all right of action and claims for past infringement thereof; and

**WHEREAS**, Assignee desires to acquire all of Assignor's rights in and to the Marks and Registrations as set forth above.

**NOW, THEREFORE**, in consideration of ten dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor assigns to Assignee all right, title, and interest in and to the Marks and Registrations, together with all of the goodwill relating thereto, and all rights of action and claims for past infringement thereof.

**IN WITNESS WHEREOF**, Assignor, intending to be legally bound, has executed this Assignment on the day indicated, effective **nunc pro tunc** as of the Effective Date.

Chrome Systems, Inc.

By: 

Name: Luis Avila

Title: Assistant Secretary

Date: Feb 12, 2020

**EXHIBIT A**

**United States Marks and Registrations**

<b>Mark</b>	<b>Registration Number</b>
FINANCEDRIVER	4169177
PAYMENTDRIVER	4071832
SMARTFIND	4795411
TRADEDRIVER	4354439