

UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATION

In re Application of:

CarMax Business Services, LLC

Serial No.	Mark	Examiner	Examiner Law Office
78313196	WE'LL BUY YOUR CAR EVEN IF YOU DON'T BUY OURS!	MATTHEWS, AMOS THOMAS	T/LO108

Box Responses
No Fee
Assistant Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

162527

Sir:

REQUEST FOR ISSUANCE OF REGISTRATION
CERTIFICATE IN NAME OF ASSIGNEE

On January 10, 2005, Applicant filed the original of the enclosed document for Recordation with the Assignment Division of the U.S. Patent and Trademark Office. The Applicant hereby requests that the Certificate of Registration for the above noted mark be issued in the name of the Assignee. The Assignee information is as follows:

CarMax Business Services, LLC, (a Delaware limited liability company)
4900 Cox Road
Glen Allen, Virginia 23060
USA



01-31-2005

REQUEST FOR ISSUANCE OF REGISTRATION
CERTIFICATE IN NAME OF ASSIGNEE

In re Application of:

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Serial No.	Mark	Examiner	Examiner Law Office
78313196	WE'LL BUY YOUR CAR EVEN IF YOU DON'T BUY OURS!	MATTHEWS, AMOS THOMAS	T/LO108

DECLARATION

The undersigned being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U. S. C. § 1001, and that such willful false statements and the like may jeopardize the validity of this document, declares that he/she is properly authorized to execute this document on behalf of the Owner, and all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Respectfully Submitted,

By: 
Kimberly A. Chasteen, Counsel

Kimberly A. Chasteen, Esquire
Ian D. Titley, Esquire
Craig L. Mytelka, Esquire
Williams Mullen
721 Lakefront Commons, Suite 200
Newport News VA 23606
757-249-7102

1001000v1



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231



JANUARY 14, 2005

PTAS

700144367A

KIMBERLY A. CHASTEEN
WILLIAMS MULLEN
FOUNTAIN PLAZA THREE
721 LAKEFRONT COMMONS, SUITE 200
NEWPORT NEWS, VA 23606

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/10/2005

REEL/FRAME: 003010/0429
NUMBER OF PAGES: 20

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:

CARMAX AUTO SUPERSTORES WEST
COAST, INC.

DOC DATE: 12/01/2004
CITIZENSHIP:
ENTITY: CORPORATION

ASSIGNEE:

CARMAX BUSINESS SERVICES, LLC
4900 COX ROAD
GLEN ALLEN, VIRGINIA 23060

CITIZENSHIP:
ENTITY: LIMITED LIABILITY COMPANY

APPLICATION NUMBER: 78325756
REGISTRATION NUMBER:

FILING DATE: 11/10/2003
ISSUE DATE:

MARK: CARMAX.COM

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

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APPLICATION NUMBER: 78325745
REGISTRATION NUMBER: 2901820FILING DATE: 11/10/2003
ISSUE DATE: 11/09/2004

MARK: ILOVECARMAX.COM

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78313196
REGISTRATION NUMBER:FILING DATE: 10/14/2003
ISSUE DATE:

MARK: WE'LL BUY YOUR CAR EVEN IF YOU DON'T BUY

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 78443816
REGISTRATION NUMBER:FILING DATE: 06/30/2004
ISSUE DATE:

MARK: CARMAX AUTO FINANCE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78423599
REGISTRATION NUMBER:FILING DATE: 05/24/2004
ISSUE DATE:

MARK: CARMAX CERTIFIED VEHICLES

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 78421907
REGISTRATION NUMBER:FILING DATE: 05/19/2004
ISSUE DATE:

MARK: THE CARMAX ADVANTAGE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78399769
REGISTRATION NUMBER:FILING DATE: 04/09/2004
ISSUE DATE:

MARK: THE AUTO SUPERSTORE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78399768
REGISTRATION NUMBER:FILING DATE: 04/09/2004
ISSUE DATE:

MARK: THE AUTO SUPERSTORE

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78390355
REGISTRATION NUMBER:FILING DATE: 03/24/2004
ISSUE DATE:

MARK: THE WAY CAR SERVICE SHOULD BE.

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

APPLICATION NUMBER: 78390351
REGISTRATION NUMBER:FILING DATE: 03/24/2004
ISSUE DATE:

MARK: THE WAY CAR SERVICE SHOULD BE.

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

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APPLICATION NUMBER: 78390347
REGISTRATION NUMBER:FILING DATE: 03/24/2004
ISSUE DATE:MARK: THE WAY NEW CAR BUYING SHOULD BE.
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGNAPPLICATION NUMBER: 78390343
REGISTRATION NUMBER:FILING DATE: 03/24/2004
ISSUE DATE:MARK: THE WAY NEW CAR BUYING SHOULD BE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 78322500
REGISTRATION NUMBER:FILING DATE: 11/03/2003
ISSUE DATE:MARK: 5-DAY MONEY-BACK GUARANTEE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 78322481
REGISTRATION NUMBER:FILING DATE: 11/03/2003
ISSUE DATE:MARK: FOR KIDS ONLY
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 78505687
REGISTRATION NUMBER:FILING DATE: 10/25/2004
ISSUE DATE:MARK: SAVE BIG WITH POWERBUYS!
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 78505683
REGISTRATION NUMBER:FILING DATE: 10/25/2004
ISSUE DATE:MARK: THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORMAPPLICATION NUMBER: 74405483
REGISTRATION NUMBER: 2032449FILING DATE: 06/22/1993
ISSUE DATE: 01/21/1997MARK: CARMAX
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORMAPPLICATION NUMBER: 74413398
REGISTRATION NUMBER: 1947856FILING DATE: 07/13/1993
ISSUE DATE: 01/16/1996MARK: CARMAX
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORMAPPLICATION NUMBER: 74444308
REGISTRATION NUMBER: 1888835FILING DATE: 10/06/1993
ISSUE DATE: 04/11/1995MARK: MAXCARE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

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APPLICATION NUMBER: 74456596 FILING DATE: 11/05/1993
REGISTRATION NUMBER: 1861208 ISSUE DATE: 11/01/1994

MARK: THE NEW WAY TO BUY USED CARS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74518323 FILING DATE: 04/28/1994
REGISTRATION NUMBER: 1934822 ISSUE DATE: 11/14/1995

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74520002 FILING DATE: 04/28/1994
REGISTRATION NUMBER: 1929336 ISSUE DATE: 10/24/1995

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 74520003 FILING DATE: 04/28/1994
REGISTRATION NUMBER: 1998608 ISSUE DATE: 09/03/1996

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74577384 FILING DATE: 09/23/1994
REGISTRATION NUMBER: 1954468 ISSUE DATE: 02/06/1996

MARK: CARMAX
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 74585542 FILING DATE: 10/14/1994
REGISTRATION NUMBER: 1963876 ISSUE DATE: 03/26/1996

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 74585543 FILING DATE: 10/14/1994
REGISTRATION NUMBER: 1959875 ISSUE DATE: 03/05/1996

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 74711253 FILING DATE: 08/04/1995
REGISTRATION NUMBER: 1989957 ISSUE DATE: 07/30/1996

MARK: VALUMAX
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74801650 FILING DATE: 06/22/1993
REGISTRATION NUMBER: 1941353 ISSUE DATE: 12/12/1995

MARK: CARMAX

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APPLICATION NUMBER: 75078562
REGISTRATION NUMBER: 2092728

FILING DATE: 03/26/1996
ISSUE DATE: 09/02/1997

MARK: CARMAX

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75083911
REGISTRATION NUMBER: 2124860

FILING DATE: 04/04/1996
ISSUE DATE: 12/30/1997

MARK: THE NEW WAY TO BUY CARS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75083917
REGISTRATION NUMBER: 2098871

FILING DATE: 04/04/1996
ISSUE DATE: 09/23/1997

MARK: THE NEW WAY TO BUY CARS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75083962
REGISTRATION NUMBER: 2068057

FILING DATE: 04/04/1996
ISSUE DATE: 06/03/1997

MARK: THE NEW WAY TO BUY CARS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75241434
REGISTRATION NUMBER: 2134379

FILING DATE: 02/13/1997
ISSUE DATE: 02/03/1998

MARK: CARMAX SERVICE CENTER

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 75380457
REGISTRATION NUMBER: 2301351

FILING DATE: 10/28/1997
ISSUE DATE: 12/21/1999

MARK: CARMAX CERTIFIED QUALITY INSPECTION

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75380458
REGISTRATION NUMBER: 2258797

FILING DATE: 10/28/1997
ISSUE DATE: 07/06/1999

MARK: CQI

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75499884
REGISTRATION NUMBER: 2323178

FILING DATE: 06/10/1998
ISSUE DATE: 02/29/2000

MARK: CARMAX AUCTIONS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 76233083
REGISTRATION NUMBER: 2658246

FILING DATE: 03/29/2001
ISSUE DATE: 12/10/2002

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

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APPLICATION NUMBER: 78259081
REGISTRATION NUMBER: 2881578

FILING DATE: 06/05/2003
ISSUE DATE: 09/07/2004

MARK: CARMAX AUCTIONS PERKS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 78259083
REGISTRATION NUMBER: 2881579

FILING DATE: 06/05/2003
ISSUE DATE: 09/07/2004

MARK: CARMAX AUCTIONS PERKS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 78259085
REGISTRATION NUMBER: 2858025

FILING DATE: 06/05/2003
ISSUE DATE: 06/29/2004

MARK: CARMAXAUCTIONS.COM
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74518176
REGISTRATION NUMBER: 2000241

FILING DATE: 04/28/1994
ISSUE DATE: 09/10/1996

MARK: CARMAX THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 74577382
REGISTRATION NUMBER: 2001858

FILING DATE: 09/23/1994
ISSUE DATE: 09/17/1996

MARK: CARMAX
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 75275246
REGISTRATION NUMBER: 2161783

FILING DATE: 04/16/1997
ISSUE DATE: 06/02/1998

MARK: CARMAX
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75078773
REGISTRATION NUMBER: 2082615

FILING DATE: 03/26/1996
ISSUE DATE: 07/22/1997

MARK: THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75079517
REGISTRATION NUMBER: 2202325

FILING DATE: 03/27/1996
ISSUE DATE: 11/03/1998

MARK: THE AUTO SUPERSTORE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75079511
REGISTRATION NUMBER: 2081077

FILING DATE: 03/27/1996
ISSUE DATE: 07/22/1997

MARK: FOR KIDS ONLY

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

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APPLICATION NUMBER: 75088543

FILING DATE: 04/15/1996

REGISTRATION NUMBER: 2043567

ISSUE DATE: 03/11/1997

MARK: THE BEST WAY TO PROTECT YOUR INVESTMENT

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75078839

FILING DATE: 03/26/1996

REGISTRATION NUMBER: 2243033

ISSUE DATE: 05/04/1999

MARK:

DRAWING TYPE: MISCELLANEOUS DESIGN

SHARON BROOKS, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

01/10/2005
700144367

Form PTO-1594 (Rev. 06/04)
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

CarMax Auto Superstores West Coast, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) California

Execution Date(s) December 01, 2004

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: CarMax Business Services, LLC

Internal

Address: _____

Street Address: 4900 Cox Road

City: Glen Allen

State: Virginia

Country: USA

Zip: 23060

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Limited Liability Co. Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

See Exhibit 2.3.2 (16 marks total)

B. Trademark Registration No.(s)

See Exhibits 2.3.1 (32 marks total from two pages)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Kimberly A. Chasteen

Internal Address: Williams Mullen

Fountain Plaza Three

Street Address: 721 Lakefront Commons

Suite 200

City: Newport News

State: Virginia

Zip: 23606

Phone Number: 757-249-5100

Fax Number: 757-249-5109

Email Address: kchasteen@williamsmullen.com

6. Total number of applications and registrations involved:

48

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ \$1215.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-0786

Authorized User Name Kimberly A. Chasteen

9. Signature: Kimberly A. Chasteen
Signature

10 Jan 2005
Date

Kimberly A. Chasteen

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: **21**

Documents to be recorded (including cover sheet) should be faxed to (703) 308-5985, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

01/14/05 9:47:25 PM 500/646 700144367

EXHIBIT 2.3.1**REGISTERED IN USE MARKS**

App. No.	Reg. No.	Mark
74405483	2032449	CARMAX
74413398	1947856	CARMAX
74444308	1888835	MAXCARE
74456596	1861208	THE NEW WAY TO BUY USED CARS
74518323	1934822	CARMAX THE AUTO SUPERSTORE
74520002	1929336	CARMAX THE AUTO SUPERSTORE AND DESIGN
74520003	1998608	CARMAX THE AUTO SUPERSTORE
74577384	1954468	CARMAX STYLIZED
74585542	1963876	CARMAX THE AUTO SUPERSTORE AND DESIGN
74585543	1959875	CARMAX THE AUTO SUPERSTORE AND DESIGN
74711253	1989957	VALUMAX
74801650	1941353	CARMAX
75078562	2092728	CARMAX
75083911	2124860	THE NEW WAY TO BUY CARS
75083917	2098871	THE NEW WAY TO BUY CARS
75083962	2068057	THE NEW WAY TO BUY CARS
75241434	2134379	CARMAX SERVICE CENTER AND DESIGN
75380457	2301351	CARMAX CERTIFIED QUALITY INSPECTION
75380458	2258797	CQI
75499884	2323178	CARMAX AUCTIONS
76233083	2658246	THE WAY CAR BUYING SHOULD BE
78259081	2881578	CARMAX AUCTIONS PERKS AND DESIGN
78259083	2881579	CARMAX AUCTIONS PERKS AND DESIGN
78259085	2858025	CARMAXAUCTIONS.COM
74518176	2000241	CARMAX THE AUTO SUPERSTORE AND DESIGN
74577382	2001858	CARMAX STYLIZED
75275246	2161783	CARMAX
75078773	2082615	THE AUTO SUPERSTORE
75079517	2202325	THE AUTO SUPERSTORE

EXHIBIT 2.3.1

REGISTERED IN USE MARKS

App. No.	Reg. No.	Mark
75079511	2081077	FOR KIDS ONLY
75088543	2043567	THE BEST WAY TO PROTECT YOUR INVESTMENT
75078839	2243033	STORE (DESIGN)

EXHIBIT 2.3.2**UNREGISTERED IN USE MARKS**

App. No.	Mark
78325756	CARMAX.COM
78325745	ILOVECARMAX.COM
78313196	WE'LL BUY YOUR CAR EVEN IF YOU DON'T BUY OURS!
78443816	CARMAX AUTO FINANCE
78423599	CARMAX CERTIFIED VEHICLES
78421907	THE CARMAX ADVANTAGE
78399769	THE AUTO SUPERSTORE
78399768	THE AUTO SUPERSTORE
78390355	THE WAY CAR SERVICE SHOULD BE
78390351	THE WAY CAR SERVICE SHOULD BE AND DESIGN
78390347	THE WAY NEW CAR BUYING SHOULD BE AND DESIGN
78390343	THE WAY NEW CAR BUYING SHOULD BE
78322500	5-DAY MONEY-BACK GUARANTEE
78322481	FOR KIDS ONLY
78505687	SAVE BIG WITH POWERBUYS!
78505683	THE AUTO SUPERSTORE