

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
Advanta Corp.		02/12/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Advanta Bank Corp.		
Street Address:	Welsh and McKean Roads		
City:	Spring House		
State/Country:	PENNSYLVANIA		
Postal Code:	19477		
Entity Type:	Utah industrial bank: UTAH		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	76323026	MY CARD, MY WAY	
Serial Number:	78549897	SELF MADE NATION	
Serial Number:	78751236	SEE SPOT RUN	
Serial Number:	78782317	MYCONSTRUCTIONCARD	
Registration Number:	2456795	QUICK CONNECT	
Registration Number:	3046570	RETURNS\$	
Registration Number:	3142642	BECAUSE YOU'RE NEVER DONE BUILDING YOUR BUSINESS	
CORRESPONDENCE DATA			
Fax Number:	(215)751-2205		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-751-2622		
Email:	jmeyer@schnader.com		
Correspondent Name:	James R. Meyer		
Address Line 1:	Schnader Harrison Segal & Lewis, LLP		

CH \$190.00 76323026

Address Line 2: 1600 Market Street, Suite 3600
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	3007573-0499
NAME OF SUBMITTER:	Deanna M. McGregor
Signature:	/-d-/
Date:	02/16/2007

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Advanta Corp., a corporation organized under the laws of the State of Delaware (hereinafter referred to as the "Assignor"), is the owner of the U.S. trademark applications and trademarks registrations listed on the attached Exhibits A and B (the "Marks"); and

WHEREAS, Advanta Bank Corp., a Utah industrial bank, having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignee") desires to acquire the entire right, title and interest in and to the Marks, including all of the goodwill of the business in connection with which the Marks are used.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns, transfers and sets over unto Assignee, its successors and assigns, the entire right, title and interest in and to the Marks, the goodwill of the business in connection with which the Marks are used and symbolized by the Marks, and the right to recover for past infringements of the Marks, to have and to hold the same as fully and completely as the same might have been held by the Assignor had this assignment not been made.

Assignor agrees, at Assignee's expense and request, to take all lawful acts which Assignee may deem advisable or necessary in order to render this assignment fully effective and to register and enforce the rights conveyed hereby, including without limitation, execution of lawful documents, and cooperation in production of evidence and giving of testimony in connection with proceedings to enforce the rights conveyed hereby.

ASSIGNOR
Advanta Corp.

Date: 2/12/07


By: 
Elizabeth H. Mai
Senior Vice President and General Counsel

EXHIBIT A TO ASSIGNMENT OF TRADEMARKS

TRADEMARK APPLICATIONS

Mark	Serial No.	Application Date
MY CARD MY WAY	76/323,026	10/9 /2001
SELF MADE NATION	78/549,897	1 /19/2005
SEE SPOT RUN	78/751,236	11/16/2005
MYCONSTRUCTIONCARD	78/782,317	12/29/2005

EXHIBIT B TO ASSIGNMENT OF TRADEMARKS

REGISTERED TRADEMARKS

Mark	Serial No.	App Date	Registration. No	Registration Date
QUICK CONNECT	75/796,939	09/10/1999	2,456,795	06/05/2001
RETURNS\$	76/413,441	05/29/2002	3,046,570	01/17/2006
BECAUSE YOU'RE NEVER DONE BUILDING YOUR BUSINESS	76/601,796	07/12/04	3,142,642	09/12/2006