

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Advanta B.V.		02/10/2005	CORPORATION: NETHERLANDS

RECEIVING PARTY DATA

Name:	Advanta Netherlands Holdings B.V.
Street Address:	Dijkwelsestraat 70
City:	4421 AJ Kapelle
State/Country:	NETHERLANDS
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2330099	ADVANTA
Registration Number:	2348139	ADVANTA
Registration Number:	2280423	A

CORRESPONDENCE DATA

Fax Number: (216)696-0740
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 216-861-7577
 Email: clevelandip@bakerlaw.com
 Correspondent Name: Melinda M. Lothes
 Address Line 1: 1900 East Ninth Street
 Address Line 2: 3200 National City Center
 Address Line 4: Cleveland, OHIO 44114

ATTORNEY DOCKET NUMBER:	75989-00002
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DOMESTIC REPRESENTATIVE

Name: Melinda M. Lothes

CH \$90.00 2330099

Address Line 1: 1900 East Ninth Street
Address Line 2: 3200 National City Center
Address Line 4: Cleveland, OHIO 44114

NAME OF SUBMITTER:	Melinda M. Lothes
Signature:	/Melinda M. Lothes/
Date:	04/16/2007
Total Attachments: 1 source=Assignment to Advanta Netherlands Holdings#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Advanta B.V., a corporation of the Netherlands having its principal place of business at Dijkwelsestraat 70, 4420 AA Kapelle, The Netherlands ("Assignor"), has adopted, is using, and is the owner of all right, title, and interest, including common law and statutory rights therein, in and to the following trademarks as shown by the records of the United States Patent and Trademark Office (the "Marks"):

<u>Mark:</u>	<u>US Registration No.:</u>	<u>US Registration Date:</u>
ADVANTA	2330099	March 14 2000
ADVANTA	2348139	May 9 2000
A [stylized logo]	2280423	September 28 1999

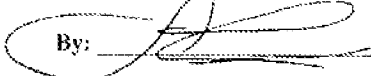
WHEREAS, Advanta Netherlands Holdings B.V., a corporation of the Netherlands having its principal place of business at Dijkwelsestraat 70,4421 AJ Kapelle, The Netherlands ("Assignee"), is desirous of acquiring any and all rights that Assignor has or may have in and to the Marks, including any and all common law and statutory rights therein and all registrations therefor, together with the good will of the business in connection with which the Marks are used, along with the right to sue and recover for any and all damages and profits for any and all past infringements or unauthorized uses thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, grant, transfer, and otherwise convey to Assignee all of Assignor's right, title, and interest, in and to the Marks, including any and all common law rights therein and registrations therefor, and further including the good will of the business in connection with which the Marks are used, along with the right to sue and recover for any and all damages and profits for any and all past infringements or unauthorized uses thereof.

Assignor further agrees to execute and deliver to Assignee all papers, instruments, and assignments and to perform any and all acts reasonable and necessary to effectuate the foregoing assignment, to vest all rights so assigned in and to Assignee, and to enable Assignee to record this Assignment in the United States Patent and Trademark Office. Assignor further warrants that it has not executed, and will not execute, any agreements in conflict with or inconsistent with this assignment.

In testimony whereof, Assignor has caused this Assignment to be executed by its duly authorized officer.

ADVANTA B.V.

By: 

Date: 10 February, 2005

Print Name/Title: GERARD JANSEN, General Counsel

NOTARIZATION: mr E.P. Venklaas Slots, substitute-notary of
On 10 February 2005, before me, mr J. Gmelich Meijling, Notary Public, personally appeared G. Jansen, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Notary Public 