

3-8-99

RECOR

03-16-1999



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U.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks

original documents or copy thereof:

1. Name and address of conveying party(ies):

2. Name and address of receiving party(ies):

Name: Block Financial Corporation
Address: 4435 Main Street, Suite 500
Kansas City, Missouri 64111

Name: Providian Financial Corporation
Address: 201 Mission Street
San Francisco, California 94105

Individual Association
 General Partnership Limited Partnership
 Corporation, State of Delaware
Other: _____

Individual(s) citizenship: _____
Association: _____
General Partnership: _____
Limited Partnership: _____
 Corporation, State of Delaware
Other: _____

Additional name(s) of conveying party(ies) attached?

Yes No

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designation must be a separate document from Assignment)
Additional name(s) of receiving party(ies) attached?

Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other: _____

Execution Date: February 24, 1999

4. Application Number(s) or Registration Number(s):

A. Trademark Application Number(s):

B. Registration Number(s):

2,143,005

Additional numbers attached? Yes No

Additional numbers attached? Yes No

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

Name: Beth M. Goldman
Address: Heller Ehrman White & McAuliffe
525 University Avenue
Palo Alto, California 94301

6. Total Applications and registrations involved: 1

7. Total fee (37 CFR 3.41)(\$40.00 per assignment): \$40.00

Enclosed
 Authorized to be charged to Deposit Account
 The Commissioner is authorized to charge underpayment of any fees or credit any overpayment to deposit account number 08-1645 (Our Ref. No. 24241-0007).

8. Deposit Account Number 08-1645

Statement and Signature: To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Beth M. Goldman
Typed Name

[Signature]
Signature

3/10/99
Date

DO NOT USE THIS SPACE

Mail documents to be recorded with required cover information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

03/10/1999 JMW:JMS 0000014 2143005 40.00 OP

EXHIBIT A

ASSIGNMENT OF SERVICEMARK

This Assignment of Servicemark ("Assignment") is made by Block Financial Corporation, a Delaware corporation, having its principal place of business at 4435 Main Street, Suite 500, Kansas City, Missouri 64111 ("Block"), in favor of Providian Financial Corporation, a Delaware corporation, having its principal place of business at 201 Mission Street, San Francisco, California 94105 ("Providian").

WHEREAS, Block has adopted, is using and is the owner of the following servicemark, and the applications or registrations thereof ("the Servicemark"), in the United States Patent and Trademark Office:

<u>Servicemark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App.Ser.No.</u>	<u>Filing Date</u>
WEB	2,143,005	3/10/98	74-643,214	3/7/95

WHEREAS, Block and Providian have entered into that certain agreement dated as of February 24, 1999 pursuant to which Block has agreed to assign to Providian the Servicemark (the "Agreement");

WHEREAS, the Agreement provides for Block's transfer to Providian of all right, title and interest in and to the Servicemark listed above;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Block does hereby assign to Providian all of its right,

title, and interest in and to the Servicemark, together with the good will of the business symbolized by the Servicemark.

Executed as of the 24th day of February, 1999.

BLOCK FINANCIAL CORPORATION

By: B. M. Schel

Title: VP & TREASURER

ACCEPTANCE OF ASSIGNMENT:

PROVIDIAN FINANCIAL CORPORATION

By: _____

Title: _____

title, and interest in and to the Servicemark, together with the good will of the business symbolized by the Servicemark.

Executed as of the 24th day of February, 1999.


BLOCK FINANCIAL CORPORATION

By: _____

Title: _____

ACCEPTANCE OF ASSIGNMENT:

PROVIDIAN FINANCIAL CORPORATION

By:  _____ DN

Title: EVP