

10-06-1999



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09-27-1999

RECORDATION FORM COVER SHEET

U.S. Patent & TMO/TM Mail Report Pt. #10

TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New MRD
9-27-99
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name GE Capital Financial, Inc.

09 20 1999

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Utah

Receiving Party

Mark if additional names of receiving parties attached

Name General Electric Company

DBA/AKATA _____

Composed of _____

Address (line 1) 1 River Road

Address (line 2) _____

Address (line 3) Schenectady

New York

Zip Code _____

- Individual General Partnership Limited Partnership Association
- Corporation Association
- Other _____

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization New York

10/04/1999 8:00:26 00000216 75561097

FOR OFFICE USE ONLY

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46.00 SP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (5041-0007), Washington, D.C. 20503. See OMB Information Collection Budget Package 0561-0007, Patent and Trademark Assignment Practices. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001970 FRAME: 0104

Domestic Representative Name and Address Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s) Mark if additional numbers attached
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
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Number of Properties Enter the total number of properties involved. #

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$


Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Frank G. Long  9/27/99

Name of Person Signing Signature Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 08/30/99
OMB 0851-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual General Partnership Limited Partnership

Corporation Association

Other

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Mark if additional numbers attached

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Registration Number(s)

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**TRADEMARK
REEL: 001970 FRAME: 0106**

ASSIGNMENT

WHEREAS, GE Capital Financial, Inc., a Utah corporation, having a principal offices at 4246 South River Boat Road, Salt Lake City, Utah 84123 (hereinafter referred to as "Assignor") has adopted, used, is using and is the owner of the service mark identified on Schedule A which is the subject of a pending registration application in the U.S. Patent and Trademark Office, (the "Mark"), and the business, assets and appurtenant goodwill of the business symbolized by such Mark (the "Business") and all common-law rights associated therewith;

WHEREAS, General Electric Company, a New York corporation having its principal place of business at 1 River Road, Schenectady, New York (hereinafter referred to as "Assignee") has succeeded to the Business;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt whereof is hereby acknowledged, Assignor by these presents does sell, assign, convey, and transfer unto Assignee, and its successors in interest, the entire right, title and interest in, to and under the Mark and to the registration applications for the Mark, together with the associated goodwill of the Business in connection with which the Mark is used;

AND, for the same consideration, Assignor does also sell, assign, and transfer to Assignee, and its successors in interest, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereafter acquire, on account of any infringement of the Mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use;

AND, Assignor warrants that it has good and valid title to the Mark, including the application therefor and shall, upon request by Assignee, execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary;

AND, Assignor requests that the Commissioner of Patents and Trademarks of the United States issue Certificates of Registration for the Mark in the United States and identified in the attached Schedule.

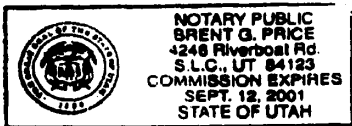
IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this Agreement as of the 20th day of SEPTEMBER, 1999.

GE CAPITAL FINANCIAL, INC.

By: *Linda R. Pooley*
Name: EVP
Its: _____

STATE OF UTAH)
) ss.
County of SALT LAKE)

Sworn to and subscribed before me this 20th day of SEPTEMBER 1999.



Brent G. Price Notary Public
SALT LAKE County, State of UTAH
My commission expires: 9-12-01

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**TRADEMARK
REEL: 001970 FRAME: 0107**

SCHEDULE

Mark

GE BONUSBACK

Serial No.

#75-561097

Filing Date

Sept. 24, 1998

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RECORDED: 09/27/1999

**TRADEMARK
REEL: 001970 FRAME: 0108**