



D,

05-24-2000
U.S. Patent & TMO/TM Mail Rpt Dt. #34

RE 06-22-2000 IEET



To the Honorable Commissioner of 101386906 and the attached original documents or copy thereof.

1. Name of conveying party(ies):
GE INVESTMENT DISTRIBUTORS, INC. *MRD 5-24-00*
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-Delaware
 Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)
Name: General Electric Company
Address: One River Road
Schenectady, New York 12345

 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State of New York
 Other

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)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other
Execution Date: May 24, 2000

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) 75/735,955 B. Trademark Registration No.(s)
Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Sheri L. Gelfond, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 1

06/22/2000 DNGUYEN 00000054 75735955
01 FC:481 (40.00 DP)

7. Total fee (37 CFR 3.41)..... \$ 40.00
 Enclosed
 Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Sheri L. Gelfond *Sheri L. Gelfond* Signature May 24, 2000

Total number of pages including cover sheet, attachments, and document: 3

**ASSIGNMENT OF GE ONE-ON-ONE TRADEMARK
TO GENERAL ELECTRIC COMPANY**

WHEREAS, GE INVESTMENT DISTRIBUTORS, INC., a Delaware corporation having its principal place of business at 777 Long Ridge Road, Bldg. B, Stamford, CT 06927 ("Assignor") has adopted, used and is using the mark GE ONE-ON-ONE in connection with "financial services, namely, providing retirement investment strategies via a global communications network and via telephone" and has a pending application to register the mark GE ONE-ON-ONE on the Principal Register of the United States Patent and Trademark Office, Application Serial No. 75/735,955, filed June 24, 1999 in connection with those services; and

WHEREAS, GENERAL ELECTRIC COMPANY, a New York corporation having its principal place of business at One River Road, Schenectady, NY 12345 ("Assignee") indirectly owns all of the outstanding voting stock in Assignor and is desirous of acquiring all of Assignor's right, title and interest in and to the mark GE ONE-ON-ONE including, without limitation, pending Application Serial No. 75/735,955;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, absolutely and forever, all of Assignor's rights, title and interest, whether statutory or at common law, in and to the mark GE ONE-ON-ONE including, without limitation, pending Application Serial No. 75/735,955, together with the goodwill of the business symbolized by the mark GE ONE-ON-ONE and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all monetary and other proceeds relating to those causes of action.

The Commissioner of Patents and Trademarks is requested to issue any and all Certificates of Registration resulting from Application Serial No. 75/735,955 in Assignee's name.

GE INVESTMENT DISTRIBUTORS, INC.

By: _____

Name: Matthew J. Simpson

Title: Secretary

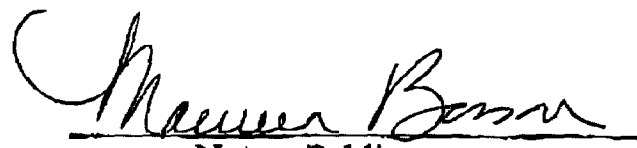
Date: 5/24/2000

ACKNOWLEDGEMENT

STATE OF CONNECTICUT
COUNTY OF FAIRFIELD

ss: Stamford

On the 24th day of May, 2000, before me personally appeared Matthew J. Simpson, to me known, who being by me duly sworn, did depose and state that he is Secretary of GE INVESTMENT DISTRIBUTORS, INC., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors.



Notary Public

MAUREEN BOSSONE
NOTARY PUBLIC
MY COMMISSION EXPIRES MAY 31, 2005