

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Max Jaffe		02/07/2003	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	ING Groep N.V.
Street Address:	Stwawinskylaan 2631
City:	1077 ZZ Amsterdam
State/Country:	NETHERLANDS
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 1	
Property Type	Number
Serial Number:	78166526

CORRESPONDENCE DATA	
Fax Number:	(404)962-6883
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	404-885-3281
Email:	trademarks@troutmansanders.com
Correspondent Name:	Auma N. Reggy, Esq.
Address Line 1:	600 Peachtree Street, N.E., Suite 5200
Address Line 4:	Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	14307.000127
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DOMESTIC REPRESENTATIVE	
Name:	Michael D. Hobbs, Jr., Esq.
Address Line 1:	600 Peachtree Street, N.E., Suite 5200
Address Line 4:	Atlanta, GEORGIA 30308-2216

NAME OF SUBMITTER:	Segeda T. Ranjeet, Esq.
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Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: **ING Groep N.V., a corporation of Netherlands (Holland),**
successor in interest to Max Jaffe, a United States citizen

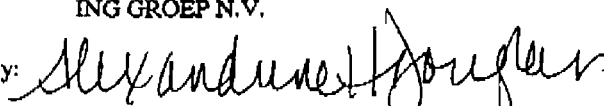
MARK: **MAX, THE MONEY MENTOR**

APPLICATION SERIAL NO.: **78/166526**

FILING DATE: **September 20, 2002**

DESIGNATION OF DOMESTIC REPRESENTATIVE

The Applicant, ING Groep N.V., hereby appoints Michael D. Hobbs, Jr., Esq., of Troutman Sanders LLP, Bank of America Plaza, 600 Peachtree Street, N.E., Suite 5200, Atlanta Georgia 30308-2216 as Applicant's representative upon whom notice or process in the proceedings affecting this Mark may be served.
ING GROEP N.V.

By: 
Name: ALEXANDRINA H. DOUGLASS
Title: Counsel, Corporate Transactions
Date: August 12, 2003

Attorney's Telephone: (404) 885-3281
Attorney's Facsimile: (404) 962-6883
Attorney's Email: trademarks@troutmansanders.com

EXHIBIT A

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into effective as of the 7th day of February, 2003, by and between Max Jaffe, a United States citizen ("ASSIGNOR"), and ING Groep N.V., a Netherlands Corporation ("ASSIGNEE").

WITNESSETH

WHEREAS, Assignor has adopted and used and is the owner of the trademark/service mark "MAX, THE MONEY MENTOR" and the application for same with the U.S. Patent and Trademark Office, Application Serial No. 78/166526 (collectively, the "Mark"); and

WHEREAS, Assignee desires to obtain from Assignor and Assignor desires to assign to Assignee all right, title and interest in and to the Mark.


NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title and interest in and to the Mark, and to enable such right, title and interest to be recorded in the United States Patent & Trademark Office and any other appropriate governmental authority or agency of the United States.

"ASSIGNOR"

By:


Name: MAX JAFFE
Title: CONSULTANT