

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
E*TRADE Business Solutions Group, Inc.		10/01/2003	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	E*TRADE Financial Corporation
Street Address:	4500 Bohannon Drive
City:	Menlo Park
State/Country:	CALIFORNIA
Postal Code:	94025
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2173281	EQUITY EDGE
Registration Number:	2188082	EQUITY EDGE
Registration Number:	2234822	EQUITY RESOURCE
Registration Number:	2153325	EQUITY RESPONSE

CORRESPONDENCE DATA

Fax Number: (650)324-0638
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (650) 324-7000

Email: SV-Trademark@hewm.com

Correspondent Name: Heller Ehrman White & McAuliffe LLP

Address Line 1: 275 Middlefield Road

Address Line 2: Harold J. Milstein

Address Line 4: Menlo Park, CALIFORNIA 94025-3506

ATTORNEY DOCKET NUMBER:

38487-3000

NAME OF SUBMITTER:

Harold J. Milstein

TRADEMARK

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REEL: 002727 FRAME: 0403

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ASSIGNMENT OF TRADEMARKS

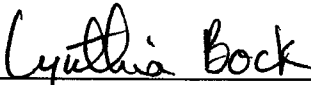
WHEREAS, E*TRADE Business Solutions Group, Inc., a California corporation, located and doing business at 4500 Bohannon Drive, Menlo Park, CA 94025, has adopted, is using, and is the owner of the following trademarks and trademark registrations before the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
EQUITY EDGE	2,173,281	July 14, 1998
EQUITY EDGE	2,188,082	September 8, 1998
EQUITY RESOURCE	2,234,822	March 23, 1999
EQUITY RESPONSE	2,153,325	April 28, 1998

WHEREAS, E*TRADE Financial Corporation, a Delaware corporation, located and doing business at 4500 Bohannon Drive, Menlo Park, CA 94025, the parent company of E*TRADE Business Solutions Group, Inc., is desirous of acquiring the trademarks and registrations;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, E*TRADE Business Solutions Group, Inc. hereby assigns to E*TRADE Financial Corporation all right, title and interest in the United States in and to the trademarks and registrations, together with the goodwill of the business symbolized by the trademark and registration thereof.

Executed on October 1, 2003.



Cynthia Bock
Assistant Secretary
E*TRADE Business Solutions Group, Inc.