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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
GE Business Productivity Solutions, Inc.  
*9.22-03*

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: GE Capital Financial Inc.  
Internal Address: \_\_\_\_\_  
Street Address: 4246 S. Riverboat Road  
City: Salt Lake City State: UT Zip: 84123

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Utah  
 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: September 16, 2003

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) 76/103,676  
B. Trademark Registration No.(s) \_\_\_\_\_

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Robert W. Sacoff  
Internal Address: Pattishall, McAuliffe,  
Newbury, Hilliard & Geraldson  
Street Address: 311 S. Wacker Drive,  
Suite 5000  
City: Chicago State: IL Zip: 60606

6. Total number of applications and registrations involved: .....

7. Total fee (37 CFR 3.41).....\$ \_\_\_\_\_  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
16-0650

10/17/2003 0BYRNE 0000038 160630 76103676  
01 FC:8521

DO NOT USE THIS SPACE

9. Signature  
Robert W. Sacoff                      *Robert W. Sacoff*                      Sept. 18, 2003  
Name of Person Signing                      Signature                      Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002846 FRAME: 0282

**TRADEMARK ASSIGNMENT**

GE Business Productivity Solutions, Inc., a Georgia corporation with a place of business at 6540 Powers Ferry Road, Atlanta, Georgia 30339 ("Assignor"), owns the mark PRODUCTIVITY (the "Mark"), including without limitation the pending application to register the Mark, Serial No. 76/103,676. The application for registration was filed based on a bona fide intent to use the Mark in United States commerce, in accordance with 15 U.S.C. § 1051(b).

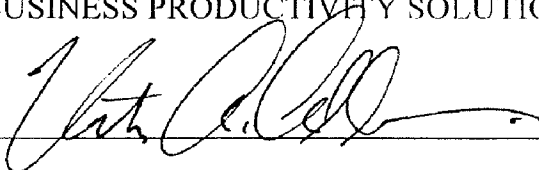
Assignor desires to assign the trademark, and all goodwill associated therewith, to GE Capital Financial Inc., a Utah corporation headquartered at 4246 South Riverboat Road, Salt Lake City, Utah 84123 ("Assignee"), and Assignee is desirous of acquiring the Mark. Assignee is the successor to the part of the business of Assignor to which the Mark pertains.

NOW THEREFORE for good and valuable consideration, the receipt of which is hereby acknowledged. Assignor does hereby assign to Assignee all of its right, title and interest in and to the Mark together with the portion of the goodwill of the business symbolized and associated with the Mark and including the pending application to register the Mark.

Executed this 16<sup>th</sup> day of September, 2003.

GE BUSINESS PRODUCTIVITY SOLUTIONS, INC.

By: \_\_\_\_\_



Name: Victor A. Allums

Title: Senior Vice President