

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
J.P. Securities, Inc.		04/20/2005	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	Ameritrade IP Company, Inc.		
Street Address:	4211 South 102nd Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68127-1031		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2514343	BELIEVE IN YOURSELF	
Registration Number:	2663504	DARWIN SURVIVAL OF THE FITTEST	
Registration Number:	2606498	IT'S HOW YOU GET SOMEWHERE ON WALL STREET	
CORRESPONDENCE DATA			
Fax Number:	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-408-4000		
Email:	docketing@finnegan.com		
Correspondent Name:	Finnegan, Henderson		
Address Line 1:	901 New York Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
NAME OF SUBMITTER:	Lynn M. Jordan		
Signature:	/Lynn M. Jordan/		
Date:	04/22/2005		

OP \$90.00 2514343

Total Attachments: 2
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ASSIGNMENT

J.P. Securities, Inc., a Nebraska corporation with its principal place of business at 4211 South 102nd Street, Omaha, NE 68127-1031 ("Assignor"), is the owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefore ("the Trademarks").

Ameritrade IP Company, Inc., a Delaware corporation with its principal place of business at 4211 South 102nd Street, Omaha, NE 68127-1031 ("Assignee"), wishes to acquire the Trademarks.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

J.P. Securities, Inc.

By: 

Name: J. Peter Ricketts

Title: President and Secretary

Date: April 20, 2005

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
BELIEVE IN YOURSELF	2,514,343	December 4, 2001
DARWIN SURVIVAL OF THE FITTEST and Design	2,663,504	December 17, 2002
IT'S HOW YOU GET SOMEWHERE ON WALL STREET	2,606,498	August 13, 2002