

## 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
HSBC Taxpayer Financial Corporation		12/16/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	HSBC Finance Corporation		
Street Address:	2700 Sanders Road		
City:	Prospect Heights		
State/Country:	ILLINOIS		
Postal Code:	60070		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78498171	MYADVANTAGE	
CORRESPONDENCE DATA			
Fax Number:	(973)624-7070		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	973-622-4444		
Email:	rsmith@mccarter.com		
Correspondent Name:	Robert W. Smith, Esq.		
Address Line 1:	Four Gateway Center,		
Address Line 2:	100 Mulberry Street		
Address Line 4:	Newark, NEW JERSEY 07102-4056		
ATTORNEY DOCKET NUMBER:	95008/9 (RWS-0406)		
NAME OF SUBMITTER:	Robert W. Smith		
Signature:	/robertwsmith/		

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TRADEMARK  
REEL: 003227 FRAME: 0150

Date:

01/13/2006

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS AND GOODWILL

This Assignment is made effective as of the 30<sup>th</sup> day of November, 2005, by and between HSBC Taxpayer Financial Corporation, a Delaware corporation with offices at 200 Somerset Corporate Blvd., Suite 100, Bridgewater, New Jersey 08807 ("Assignor") and HSBC Finance Corporation, a Delaware corporation with offices at 2700 Sanders Road, Prospect Heights, Illinois 60070 ("Assignee").


WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the United States trademark registration application listed and/or described on Schedule A attached hereto and made a part hereof, and all of the goodwill associated therewith (the "Mark"); and

WHEREAS, Assignor has agreed to assign the Mark to Assignee.

NOW THEREFORE, for the sum of one dollar (\$1.00), and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, grant and convey to Assignee all right, title and interest in the Mark, and the issued registration with respect to same, as well as the goodwill related to the Mark and the right to sue for past infringement of the Mark. Assignor will execute any and all further documents necessary to transfer to Assignee title in and to the Mark.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year first above written.

HSBC TAXPAYER FINANCIAL CORPORATION

By:  12/16/05  
Name: Robert Crossman  
Title: VICE PRESIDENT

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Schedule A

**PENDING APPLICATION**

**MARK**

**SERIAL NO.**

**FILING DATE**

MYADVANTAGE

78/498,171

October 12, 2004

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