

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
Visa International Service Association		03/01/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	EMVCO, LLC		
Street Address:	900 Metro Center Boulevard		
Internal Address:	M1-11A		
City:	Foster City		
State/Country:	CALIFORNIA		
Postal Code:	94404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78485366		
CORRESPONDENCE DATA			
Fax Number:	(650)432-3425		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-432-3200		
Email:	Trademarks@visa.com		
Correspondent Name:	Denise Y. Kuwabara		
Address Line 1:	900 Metro Center Boulevard		
Address Line 2:	M1-11A		
Address Line 4:	Foster City, CALIFORNIA 94404		
NAME OF SUBMITTER:	Denise Y. Kuwabara		
Signature:	/Denise Y. Kuwabara/		
Date:	07/12/2006		

CH \$40.00 78485366

Total Attachments: 4

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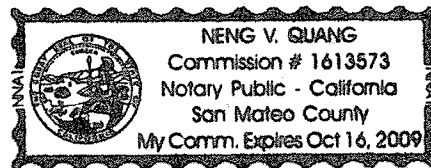
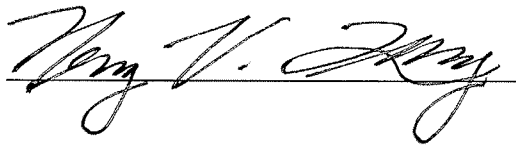
State of California

}

County of San Mateo

On March 1, 2006 before me, Neng V. Quang, Notary Public, personally appeared Karen Gullett and Phil Howell, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacities, and that by their signatures on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

WITNESS my hand and official seal.



Assignment of Trademark Rights

WHEREAS, Visa International Service Association ("Assignor"), a Delaware corporation, has common law, pending or registered rights in the mark(s) that is/are the subject of this assignment and as shown in the attached Exhibit 1 and;

WHEREAS, Assignor is the owner of the pending intent-to-use trademark/service mark application(s) set forth in Exhibit 2 and incorporated herein by reference;

WHEREAS, EMVCo, LLC, ("Assignee"), a Delaware limited liability company, is desirous of acquiring said common law rights, applications, registrations and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the mark(s) set forth in Exhibit(s) 1 and 2, together with that portion of its business relating to the mark(s) and the goodwill appurtenant thereto.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the marks to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

Assignor shall be permitted to continue to use the mark(s) set forth in Exhibits 1 and 2 as a licensee of Assignee, in accordance with a separate agreement. All such uses by Assignor shall be on behalf of and inure to the benefit of Assignee.

Signed this 1st day of March, 2006.

[ASSIGNOR]

By Karen Gullett
Name: Karen Gullett
Title: Senior Vice President

EXHIBIT 1
Pending and Registered Trademarks

COUNTRY	STATUS	APPLN. NO.	APPLN. DATE	REG. NO.	REG. DATE
Argentina	PENDING	2560660	12/10/2004		
Australia	Registered	1026219	10/21/2004	1026219	10/21/2004
Austria	Registered	78485366		223 757	03/18/2005
Benelux	Registered	1069628	01/14/2005	768129	06/10/2005
Brazil	PENDING	827232144	03/10/2005		
Canada	PENDING	1240824	12/15/2004		
Chile	Registered	669363	12/13/2004	727578	06/15/2005
China (People's Republic Of)	PENDING	4335771	10/29/2004		
Colombia	Registered	4124112	08/16/2005	302238	08/16/2005
Costa Rica	PENDING	2004-9167	12/13/2004		
Czech Republic	Registered	422391	01/14/2005	274317	07/25/2005
Denmark	Registered	78485366		VR200500480	02/07/2005
Dominican Republic	Registered			146200	02/15/2005
Egypt	PENDING	182981	02/19/2006		
Finland	Registered	T200500118	01/18/2005	233629	06/15/2005
France	Registered	053334742	01/13/2005	053334742	07/22/2005
Germany	Registered	30501089.1	01/14/2005	30501089	05/24/2005
Greece	PENDING	150334	01/20/2005		
Hong Kong	Registered	30306710	10/25/2004	300306710	10/25/2004
Hungary	PENDING	M0500462	02/02/2005		
Iceland	Registered	165/2005	02/04/2005	165/2005	02/04/2005
India	PENDING	1317110	10/25/2004		
Indonesia	PENDING	DOO 33767 34108	11/11/2004		
Ireland	Registered	78485366	01/13/2005	231963	01/13/2005
Israel	PENDING	177608	01/13/2005		
Italy	PENDING	MI2005C000638	01/21/2005		
Malaysia	PENDING	04016476	10/25/2004		
Monaco	Registered	N/A	01/20/2005	0524499	01/20/2005
New Zealand	Registered	720302	10/21/2004	720302	10/21/2004
Norway	PENDING	78485366	01/24/2005		
Philippines	PENDING	4 2004 010213	10/29/2004		
Poland	PENDING	Z304676	01/10/2006		
Portugal	PENDING	387615	01/26/2005		
Puerto Rico	PENDING	63754	12/16/2004		
Russian Federation	PENDING	2004728792	12/10/2004		
Saudi Arabia	PENDING	93791	12/15/2004	835/32	
Singapore	Registered	T04 181171	10/22/2004	T04181171	10/24/2004
South Africa	PENDING	2004 22966	12/15/2004		
Spain	Registered	2632790	01/25/2005	2632790	02/08/2006
Sweden	Registered	200500272	01/14/2005	374574	09/02/2005
Switzerland	Registered	502372005	01/13/2005	532147	01/13/2005
Taiwan	Registered	093049040	10/22/2004	1178457	10/16/2005
Thailand	Registered	570232	10/26/2004	Bor26846	10/26/2004
Turkey	Registered	2005/01062	01/13/2005	200501062	01/31/2005
United Arab Emirates	Registered	65622	12/12/2004	57259	2/5/2006
United Kingdom	Registered	2382239	01/17/2005	2382239	07/15/2005
United States	Pending	78485374	09/17/2004		
United States	Pending	78485366	09/17/2004		
Vietnam	PENDING	4 2004 12328	11/09/2004		