

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
Harrisdirect LLC		08/02/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	E*TRADE Financial Corporation		
Street Address:	135 East 57th Street, 17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2349610	TRADE UP	
Registration Number:	2385667	MARKETSPEED	
Registration Number:	2421979	MARKETSPEED	
Registration Number:	2661092	TRADE TALK	
CORRESPONDENCE DATA			
Fax Number:	(650)324-0638		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650 324-7000		
Email:	sv-trademark@hellerehrman.com		
Correspondent Name:	Harold J. Milstein		
Address Line 1:	275 Middlefield Road		
Address Line 4:	Menlo Park, CALIFORNIA 94025-3506		
ATTORNEY DOCKET NUMBER:	38487-1000 HJM/VCT		
NAME OF SUBMITTER:	Harold J. Milstein		

OP \$115.00 2349610

Signature:

/HaroldMilstein/

Date:

08/02/2006

Total Attachments: 2

source=executed assignment#page1.tif

source=executed assignment#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Harrisdirect LLC, a Delaware Limited Liability Company, located at Harborside Financial Center, 501 Plaza II, Jersey City, New Jersey 07311 has adopted, is using and is the owner of the trademarks shown in Schedule I, attached hereto, with registrations in the United States (the "Trademarks"); and

WHEREAS, E*TRADE Financial Corporation, a Delaware corporation, located at 135 East 57th Street, 17th Floor, New York, New York, 10022, is desirous of acquiring said Trademarks and the registrations thereof pertaining to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Harrisdirect LLC does hereby assign unto E*TRADE Financial Corporation, all its right, title and interest in and to said Trademarks, together with the goodwill of the business symbolized by the marks, and the registrations thereof.

Harrisdirect LLC
Date: August 2, 2006 By: Cynthia Bock
Name: Cynthia Bock
Title: Secretary

Attachment: Schedule I

Schedule 1

<u>Trademark</u>	<u>Registration Number</u>
TRADE UP	2,349,610
MARKETSPEED	2,385,667
MARKETSPEED	2,421,979
TRADETALK	2,661,092