



ET

To the Director of the U. S. Patent

103276831

documents or the new address(es) below.

7-17-06

1. Name of conveying party(ies)/Execution Date(s):

Advanta Life Insurance Company

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State (Arizona)
- Other Citizenship (see guidelines) -

Execution Date(s): July 12, 2006

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

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Advanta Corp.

Street Address: Welsh and McKean Roads

City: Spring House

State: PA

Country: U.S.A.

Zip: 19477

- Association Citizenship: _____
- General Partnership Citizenship: _____
- Limited Partnership Citizenship: _____
- Corporation Citizenship Delaware
- 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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Registration No. 2,492,513

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ADVANTA HEALTH PLAN PLUS

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James R. Meyer, Esquire

Schnader, Harrison, Segal, & Lewis, LLP

Street Address: 1600 Market Street, Suite 3600

City: Philadelphia

State: PA

Zip: 19103

Phone Number: 215-751-2622

Fax Number: 215-972-7677

Email Address: jmeyer@schnader.com

6. Total number of applications and registrations involved

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information

a. Credit Card Last 4 Numbers

Expiration Date

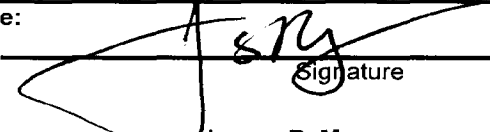
b. Deposit Account Number

Authorized User Name

FINANCE SECTION

JUL 17 2006 40.00

9. Signature:



 Signature

 Name of Person Signing

July 14, 2006

Date

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

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995

07/19/2006 11:00:01 AM 01 FC:62E1

1379975v1

ASSIGNMENT OF TRADEMARK

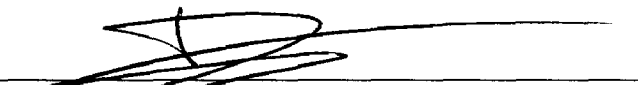
WHEREAS, Advanta Life Insurance Company, a corporation organized under the laws of the State of Arizona and having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignor") was the owner of the trademark, **ADVANTA HEALTH PLAN PLUS**, which mark is the subject of U.S. Trademark Registration No. 2,492,513 (the "Mark");

WHEREAS, Advanta Corp., a corporation organized under the laws of the State of Delaware, having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignee") has acquired the entire right, title and interest in and to the Mark, including all of the goodwill of the business in connection with which the Mark is used and symbolized by the Mark.

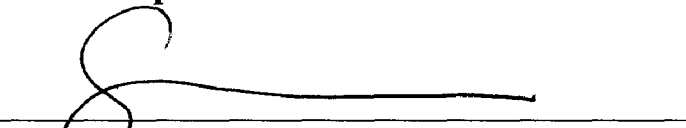
NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that it assigned, transferred and set over unto Assignee, its successors and assigns, the entire right, title and interest in and to the Mark, the goodwill of the business in connection with which the Mark is used and symbolized by the Mark, and the right to recover for past infringements of the Mark, to have and to hold the same as fully and completely as the same might have been held by the Assignor had this assignment not been made.

Assignor agrees, at Assignee's expense and request, to take all lawful acts which Assignee may deem advisable or necessary in order to render this assignment fully effective and to register and enforce the rights conveyed hereby, including without limitation, execution of lawful documents, and cooperation in production of evidence and giving of testimony in connection with proceedings to enforce the rights conveyed hereby.

Advanta Life Insurance Company

Date: 7-12-2006 By: 
Name: Richard M. Nelson
Title: Vice President and Secretary

Advanta Corp.

Date: 7-12-2006 By: 
Name: Elizabeth H. Mai
Title: Senior Vice President, Chief Administrative Officer, Secretary and General Counsel

MAILING CERTIFICATE

I hereby certify that this paper or fee is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below addressed to:

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Date of Deposit: 7/14/06

Name: Kimberly Bittinger
Kimberly Bittinger

James R. Meyer
Direct Dial: 215-751-2622
Direct Fax: 215-972-7677
Internet Address: jmeyer@schnader.com

July 14, 2006

Our Ref.: 3007573-0009/09US

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

***Re: US Trademark Registration No. 2,492,513
Mark: ADVANTA HEALTH PLAN PLUS
Assignment of Trademark from Advanta Life Insurance
Company to Advanta Corp.***

Dear Sir or Madam:

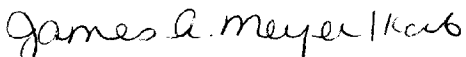
With respect to the above-referenced matter, enclosed are the following:

1. Recordation Form Cover Sheet for one trademark registration;
2. Assignment of Trademark Agreement;
3. Check in the amount of \$40.00; and
4. Return postcard.

Please record the assignment for the above-referenced matter and kindly acknowledge receipt of this letter and its enclosures by date-stamping the enclosed postcard with the official stamp and returning the postcard.

Thank you for your assistance in this matter.

Respectfully submitted,


James R. Meyer

For SCHNADER HARRISON SEGAL & LEWIS LLP