

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 Card Services Inc.		02/15/2007	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	
Registration Number:	2430213	DIRECT REWARDS	
CORRESPONDENCE DATA			
Fax Number:	(312)222-0818		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-222-0800		
Email:	chiipdocket@michaelbest.com, dsternig@michaelbest.com		
Correspondent Name:	Larry L. Saret c/o Michael Best		
Address Line 1:	180 N. Stetson Ave		
Address Line 2:	Suite 2000		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	205145-9175		
NAME OF SUBMITTER:	Larry L. Saret		
Signature:	/larry l. saret/		
Date:	02/15/2007		

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REEL: 003482 FRAME: 0097

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, HSBC CARD SERVICES, INC. a Delaware Corporation, having a place of business at 2700 Sanders Road, Prospect Heights, Illinois 60070 ("Assignor"), is the sole and exclusive owner of the trademark registrations and applications described on Schedule A attached hereto and made a part hereof; and


WHEREAS, HSBC FINANCE CORPORATION, a Delaware Corporation, having a place of business at 2700 Sanders Road, Prospect Heights, Illinois 60070 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said marks and the registrations and applications thereof:

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor sells, assigns, transfers and sets over to said Assignee, all its right, title and interest in, to and under the said marks, together with the goodwill of the business symbolized by the marks, and the registration and application thereof.

IN TESTIMONY WHEREOF, Assignor has executed this assignment by its duly authorized officer this 15th day of February 2007.

Assignor:

HSBC CARD SERVICES, INC.

By: 
Name: David C. Swift
Title: Managing Director

CERTIFICATE OF ACKNOWLEDGEMENT

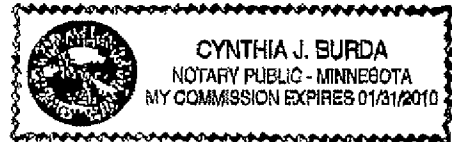
STATE OF Minnesota)

COUNTY OF Hennepin)

On this 15th day of February, 2007, before me appeared David C. Swift, the person who signed the foregoing instrument, who acknowledged that he executed the above assignment as a free act on behalf of the Assignor identified therein, with authority to do so.

Cynthia J. Burda
Notary Public

Subscribed and sworn to
before me this 15th day of
February, 2007.



My commission expires: Jan 31, 2010.

SCHEDULE A

Mark

Registration No.

Registration Date

DIRECT REWARDS

2430213

February 20, 2001