

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Advanta Bank Corp.		02/09/2007	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Advanta Corp.		
<b>Street Address:</b>	Welsh and McKean Roads		
<b>City:</b>	Spring House		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19477		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2732354	ADVANTA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)751-2205		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-751-2622		
<b>Email:</b>	jmeyer@schnader.com		
<b>Correspondent Name:</b>	James R. Meyer		
<b>Address Line 1:</b>	Schnader Harrison Segal & Lewis, LLP		
<b>Address Line 2:</b>	1600 Market Street, Suite 3600		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	3007573-0200		
<b>NAME OF SUBMITTER:</b>	Deanna M. McGregor		
<b>Signature:</b>	/-d-/-		
<b>Date:</b>	02/16/2007		

**CH \$40.00 2732354**

Total Attachments: 1  
source=ABC\_to\_Advanta\_Assignment#page1.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, Advanta Bank Corp., a Utah corporation (hereinafter referred to as the "Assignor"), is the owner of the trademark, **ADVANTA**, which mark is the subject of U.S. Trademark Registration No. 2,732,354 (the "Mark"); and

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") desires to acquire 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.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns, transfers and sets 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.

ASSIGNOR  
Advanta Bank Corp.

Date:

2/9/07

By



Laura Sorscher  
General Counsel and Secretary