

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Advanta Corp. | | 02/12/2007 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Advanta Bank Corp. | | |
| Street Address: | Welsh and McKean Roads | | |
| City: | Spring House | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19477 | | |
| Entity Type: | Utah industrial bank: UTAH | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76323026 | MY CARD, MY WAY | |
| Serial Number: | 78549897 | SELF MADE NATION | |
| Serial Number: | 78751236 | SEE SPOT RUN | |
| Serial Number: | 78782317 | MYCONSTRUCTIONCARD | |
| Registration Number: | 2456795 | QUICK CONNECT | |
| Registration Number: | 3046570 | RETURNS\$ | |
| Registration Number: | 3142642 | BECAUSE YOU'RE NEVER DONE BUILDING YOUR BUSINESS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (215)751-2205 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 215-751-2622 | | |
| Email: | jmeyer@schnader.com | | |
| Correspondent Name: | James R. Meyer | | |
| Address Line 1: | Schnader Harrison Segal & Lewis, LLP | | |

CH \$190.00 76323026

Address Line 2: 1600 Market Street, Suite 3600
Address Line 4: Philadelphia, PENNSYLVANIA 19103

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|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 3007573-0499 |
| NAME OF SUBMITTER: | Deanna M. McGregor |
| Signature: | /-d-/ |
| Date: | 02/16/2007 |

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Advanta Corp., a corporation organized under the laws of the State of Delaware (hereinafter referred to as the "Assignor"), is the owner of the U.S. trademark applications and trademarks registrations listed on the attached Exhibits A and B (the "Marks"); and

WHEREAS, Advanta Bank Corp., a Utah industrial bank, 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 Marks, including all of the goodwill of the business in connection with which the Marks are 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 Marks, the goodwill of the business in connection with which the Marks are used and symbolized by the Marks, and the right to recover for past infringements of the Marks, 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 Corp.

Date: 2/12/07


By: 
Elizabeth H. Mai
Senior Vice President and General Counsel

EXHIBIT A TO ASSIGNMENT OF TRADEMARKS

TRADEMARK APPLICATIONS

| Mark | Serial No. | Application Date |
|--------------------|-------------------|-------------------------|
| MY CARD MY WAY | 76/323,026 | 10/9 /2001 |
| SELF MADE NATION | 78/549,897 | 1 /19/2005 |
| SEE SPOT RUN | 78/751,236 | 11/16/2005 |
| MYCONSTRUCTIONCARD | 78/782,317 | 12/29/2005 |

EXHIBIT B TO ASSIGNMENT OF TRADEMARKS

REGISTERED TRADEMARKS

| Mark | Serial No. | App Date | Registration. No | Registration Date |
|-----------------------------------------------------------------|-------------------|-----------------|-----------------------------|------------------------------|
| QUICK CONNECT | 75/796,939 | 09/10/1999 | 2,456,795 | 06/05/2001 |
| RETURNS\$ | 76/413,441 | 05/29/2002 | 3,046,570 | 01/17/2006 |
| BECAUSE YOU'RE NEVER DONE BUILDING YOUR BUSINESS | 76/601,796 | 07/12/04 | 3,142,642 | 09/12/2006 |