

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 |
| New Holland Credit Company, LLC | | 02/16/2007 | LIMITED LIABILITY COMPANY: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | CNH America LLC | | |
| Street Address: | 700 State Street | | |
| City: | Racine | | |
| State/Country: | WISCONSIN | | |
| Postal Code: | 53404 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: UNITED STATES | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2039443 | FINANCE PLUS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (262)636-6231 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 2626367533 | | |
| Email: | julie.flaherty@cnh.com | | |
| Correspondent Name: | CNH America LLC | | |
| Address Line 1: | 700 State Street | | |
| Address Line 4: | Racine, WISCONSIN 53404 | | |
| NAME OF SUBMITTER: | Julianne Flaherty | | |
| Signature: | /julie flaherty/ | | |
| Date: | 02/22/2007 | | |

CH \$40.00 2039443

Total Attachments: 3

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**TRADEMARK
 REEL: 003485 FRAME: 0748**

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TRADEMARK ASSIGNMENT

THIS AGREEMENT entered into this 16th day of February, 2007, between **New Holland Credit Company, LLC**, a limited liability company created under the laws of the State of Delaware, having a registered office at 33 South Railroad Avenue, New Holland, Pennsylvania 17557-1728, hereinafter referred to as ASSIGNOR;

A N D

CNH America LLC, a limited liability company created under the laws of the State of Delaware, having a registered office at 700 State Street, Racine, WI 53404 U.S.A., hereinafter referred to as ASSIGNEE”.

WHEREAS, ASSIGNOR is the owner of the trademark identified on Schedule A attached hereto, hereinafter referred as “TRADEMARK”; and

WHEREAS, ASSIGNEE has agreed to acquire the TRADEMARK from ASSIGNOR and the good will associated therewith.

NOW, THEREFORE, in consideration of one dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound hereby, agree as follows:

1. ASSIGNOR hereby assigns to ASSIGNEE the TRADEMARK set forth in Schedule A attached hereto **TOGETHER** with the good will of ASSIGNOR associated with said TRADEMARK as used by ASSIGNOR, **TO HOLD** the same unto ASSIGNEE, and its assignees, absolutely.
2. ASSIGNOR hereby consents to ASSIGNEE being entered on the Register of Trademarks of the country corresponding to the registration appearing on the attached Schedule as the subsequent proprietor of the TRADEMARK.
3. To the extent necessary, ASSIGNOR will provide whatever cooperation and documentation are necessary, at the request and expense of ASSIGNEE, to allow ASSIGNEE to record

its interest in and to the TRADEMARK in the country corresponding to the registration appearing on the attached Schedule.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed by their duly authorized officers.

In the case of the ASSIGNOR:

NEW HOLLAND CREDIT COMPANY, LLC

BY: *J. William Stader*

Name: J. William Stader
Title: Empowered Attorney

In the case of the ASSIGNEE:

CNH AMERICA LLC

BY: *J. William Stader*

Name: J. William Stader
Title: Assistant Secretary

SCHEUDLE A

COUNTRY: U.S.A

| TRADEMARK | REGISTRATION NO. | REGISTRATION DATE |
|--------------|------------------|-------------------|
| FINANCE PLUS | 2,039,443 | February 18, 1997 |