

04-27-2007

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office. Please record the attached documents or the new addresses below.

FINANCIAL SECTION

1. Name of conveying party(ies):

HSBC CARD SERVICES, INC.
2700 SANDERS RD.
PROSPECT HTS, IL 60070

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation- State: Delaware
☐ Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? ☐ Yes ☐ No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 2-15-2007

- ☒ 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: HSBC FINANCE CORPORATION

Internal

Address: _____

Street Address: 2700 SANDERS RD.

City: PROSPECT HEIGHTS

State: ILLINOIS

Country: USA Zip: 60070

- ☐ Association Citizenship _____
☐ General Partnership Citizenship _____
☐ Limited Partnership Citizenship _____
☒ Corporation Citizenship Delaware
☐ Other _____ Citizenship _____

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)

78/573,211

B. Trademark Registration No.(s) 2929224, 2701681

1926778, 2478930, 2726200, 2506478

2857821

Additional sheet(s) attached? ☒ Yes ☐ No

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

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

Name: Catherine Magnuson

Internal Address: HSBC

Street Address: 10900 WAYZATA Blvd

City: MINNETONKA

State: MN Zip: 55305

Phone Number: 952-358-4990

Fax Number: 952-525-5098

Email Address: catherine.magnuson@us.hsbc.com

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 215.00

- ☐ 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 _____

9. Signature:

Terry L. Kloepper

Signature

Date

Terry L. Kloepper, Paralegal

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 003532 FRAME: 0403

04/26/2007 09:00 PM
01 FC:8521
02 FC:8522

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

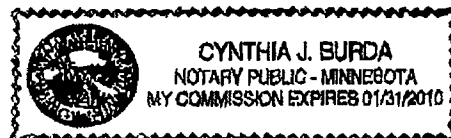
STATE OF Minnesota)

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

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
90 DAYS TO SAVE	2929224	March 1, 2005
ACCOUNTCENTRAL	2701681	April 1, 2003
DIRECT MERCHANTS BANK	1926778	October 10, 1995
DIRECT MERCHANTS BANK	2478930	August 21, 2001
METRIS COMPANIES	2857821	June 29, 2004
RATE REWARDS	2726200	June 17, 2003
RESERVE LINE (and design)	2506478	November 13, 2001

<u>Mark</u>	<u>Application Serial No.</u>	<u>Application Date</u>
POINTS NOW	78/573,211	February 23, 2005



VIA EXPRESS MAIL - EV 092659803 US

April 20, 2007

U.S. Patent and Trademark Office
Attn: Assignment Services Division
Maurice Carter – 9th Floor
2900 Crystal Drive
Arlington, Virginia 22202

Dear Mr. Carter:

Pursuant to our telephone conversation of approximately one week ago, enclosed are three conveyances for recordation. All conveyances relate to the same trademarks, therefore they must be recorded in order to ensure that the current owner information is recorded last. I have listed the order in which they should be entered below as well as on each cover sheet:

Conveyance #1: Metris Direct, Inc. to M Direct LLC
Conveyance #2: M Direct LLC to HSBC Card Services, Inc.
Conveyance #3 (current owner) HSBC Card Services Inc. to HSBC Finance Corporation

Thank you very much for your offer of assistance to ensure that the conveyances are recorded in the proper order.

Very truly yours,

HSBC FINANCE CORPORATION

A handwritten signature in black ink, appearing to read "Terry Kloepfer", written in a cursive, flowing style.

Terry Kloepfer,
Paralegal

HSBC Finance Corporation
2700 Sanders Road
Prospect Heights, IL 60070

Terry L. Kloepfer
Direct: 847-564-6075
E-mail: terry.l.kloepfer@us.hsbc.com

RECORDED: 04/20/2007

TRADEMARK
REEL: 003532 FRAME: 0407