

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
ARCHIPELAGO HOLDINGS, INC.		01/24/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	NYSE GROUP, INC.
Street Address:	11 Wall Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10005
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	2747787	ALL ST
Registration Number:	2590382	ARCA
Registration Number:	2906412	ARCABOOK
Registration Number:	3034237	ARCA EDGE
Registration Number:	2773984	ARCAEX
Registration Number:	2737366	ARCHIPELAGO
Registration Number:	2778872	ARCHIPELAGO
Registration Number:	2838973	ARCHIPELAGO EXCHANGE
Registration Number:	2774549	ARCHIPELAGO INTEGRATED BOOK
Registration Number:	2968224	ARCAVISION
Registration Number:	2870475	EQIP
Registration Number:	2669782	EVERYTHING OUT IN THE OPEN
Registration Number:	2551338	NOW ORDERS
Registration Number:	2701641	SMARTBOOK

CH \$490.00 2747787

Registration Number:	2499719	TRADEARCA.COM
Registration Number:	2879724	TRADE YOUR EXCHANGE
Registration Number:	2955233	WAVE SECURITIES
Registration Number:	2737407	
Serial Number:	78854914	NYSE ARCA TECH 100

CORRESPONDENCE DATA

Fax Number: (212)259-2418

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2124082578

Email: kit.neri@bakerbotts.com

Correspondent Name: Danielle Mendelsohn

Address Line 1: 30 Rockefeller Plaza

Address Line 2: Baker Botts, LLP

Address Line 4: New York, NEW YORK 10112-4498

ATTORNEY DOCKET NUMBER:	070388.0101
NAME OF SUBMITTER:	Danielle Mendelsohn
Signature:	/Danielle Mendelsohn/
Date:	01/24/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

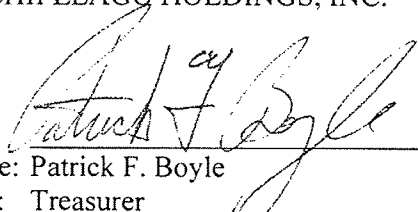
WHEREAS, ARCHIPELAGO HOLDINGS, INC., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 100 South Wacker Drive, Suite 1800 Chicago, Illinois 60606 (hereafter "Assignor"), is the owner of all right, title and interest in and to the trademarks identified in Schedule A hereto, and the trademark applications and registrations therefor (hereinafter the "Marks"), together with the goodwill of the business associated therewith; and

WHEREAS, NYSE GROUP, INC., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Wall Street, New York, New York, 10005 (hereafter "Assignee"), desires to acquire all right, title and interest in and to the Marks and the trademark applications and registrations therefor, together with the goodwill of the business symbolized by the Marks in the United States.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and the trademark applications and registrations therefor, together with the goodwill of the business symbolized by the Marks;

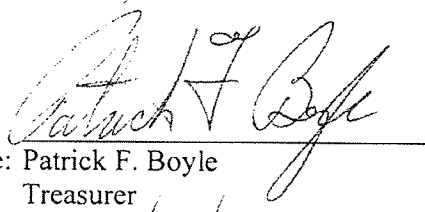
Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

ARCHIPELAGO HOLDINGS, INC.

By: 
Name: Patrick F. Boyle
Title: Treasurer

Date: 1/24/08

NYSE GROUP, INC.

By: 
Name: Patrick F. Boyle
Title: Treasurer

Date: 1/24/08

SCHEDULE A
Assignment from Archipelago Holdings, Inc.
to NYSE Group, Inc.

<u>Trademarks</u>	<u>Application Number</u>	<u>Registration Number</u>
ALL ST		2747787
ARCA		2590382
ARCABOOK		2906412
ARCA EDGE		3034237
ARCAEX		2773984
ARCHIPELAGO		2737366
ARCHIPELAGO		2778872
ARCHIPELAGO EXCHANGE		2838973
ARCHIPELAGO INTEGRATED BOOK		2774549
ARCAVISION		2968224
EQIP		2870475
EVERYTHING OUT IN THE OPEN		2669782
NOW ORDERS		2551338
NYSE ARCA TECH 100	78/854914	
SMARTBOOK		2701641
TRADEARCA.COM		2499719
TRADE YOUR EXCHANGE		2879724
WAVE SECURITIES		2955233
Miscellaneous Design		2737407