

**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>
The Bear Stearns Companies LLC		08/07/2008	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JPMorgan Chase & Co.		
<b>Street Address:</b>	270 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<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:	2606757	INDUSTRY ADVANTAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)715-8000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212.715.9205		
<b>Email:</b>	KLtrademark@kramerlevin.com		
<b>Correspondent Name:</b>	Kramer Levin Naftalis & Frankel LLP		
<b>Address Line 1:</b>	1177 Avenue of the Americas		
<b>Address Line 2:</b>	c/o Michael Maoz, Esq.		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	058844-00028		
<b>NAME OF SUBMITTER:</b>	Michael Maoz		
<b>Signature:</b>	/MM/		

CH \$40.00 2606757

Date:

08/11/2008

Total Attachments: 1

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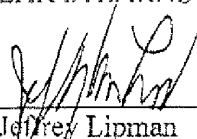
## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, dated as of August 7, 2008 is made by **The Bear Stearns Companies LLC**, a Delaware limited liability company, with a legal residence at 383 Madison Avenue, New York, New York 10179 ("Assignor"), in favor of **JPMorgan Chase & Co.**, a Delaware corporation, with a legal residence at 270 Park Avenue, New York, New York 10017 ("Assignee").

For good and valuable consideration, the receipt of which is hereby acknowledged and agreed to, Assignor does hereby sell, transfer, assign and otherwise convey to Assignee, all right, title and interest in and to U.S. Reg. No. 2,606,757 for the mark **INDUSTRY ADVANTAGE**, which was registered on August 13, 2002 (the "Mark"), along with the goodwill of the business symbolized by and associated with the Mark, for the purpose of recording this TRADEMARK ASSIGNMENT with the United States Patent & Trademark Office or other governing authority.

Assignor agrees to execute (and to provide to Assignee promptly after Assignor's execution thereof) such further instruments, documents and assignments as may be reasonably necessary to effectuate the purpose of this TRADEMARK ASSIGNMENT and to enable Assignee to record in Assignee's name all of Assignor's rights in and to the Mark with the U.S. Patent & Trademark Office or other governing authority.

THE BEAR STEARNS COMPANIES LLC

By:   
Name: Jeffrey Lipman  
Title: Assistant Secretary

Dated: August 7, 2008

KLJ 2871469.2

RECORDED: 08/11/2008

TRADEMARK  
REEL: 003832 FRAME: 0530