

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
Advanta Corp.		10/06/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BizEquity Corp.		
Street Address:	Welsh and McKean Roads		
City:	Spring House		
State/Country:	PENNSYLVANIA		
Postal Code:	19477		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77533724	BIZEQUITY	
Serial Number:	77533714	BIZEQUITY.COM	
CORRESPONDENCE DATA			
Fax Number:	(215)972-7677		
	<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		
Address Line 2:	1600 Market Street, Suite 3600		
Address Line 4:	Philadelphia, PENNSYLVANIA 19136		
ATTORNEY DOCKET NUMBER:	3007573-0421/ -0422		
NAME OF SUBMITTER:	Kimberly Bittinger		
Signature:	/KIMBERLY BITTINGER/		

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Date:

10/07/2008

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, Advanta Corp., a corporation organized under the laws of the state of Delaware, having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignor") was the owner of the trademarks, **BIZEQUITY** and **BIZEQUITY.COM** which marks are the subject of U.S. Trademark Application No. 77/533,724 and Application No. 77/533,714 (the "Marks");

WHEREAS, BizEquity Corp., a corporation organized under the laws of the state of Delaware, having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignee") has acquired 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 and symbolized by the Marks.

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that it assigned, transferred and set 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.

ADVANTA CORP.

Date: 10-6-08

By: _____

Name: Jay A. Dubow

Title: Senior Vice-President, Chief
Administrative Officer, Secretary and
General Counsel

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