

**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>
Advanta Bank Corp.		01/15/2009	CORPORATION: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ideablob Corp.		
<b>Street Address:</b>	Welsh & McKean Roads		
<b>City:</b>	Spring House		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19477		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3404099	IDEABLOB	
<b>Registration Number:</b>	3401662	IDEABLOB.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)972-7677		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-751-2622		
<b>Email:</b>	jmeyer@schnader.com		
<b>Correspondent Name:</b>	James R. Meyer		
<b>Address Line 1:</b>	Schnader Harrison Segal & Lewis LLP		
<b>Address Line 2:</b>	1600 Market Street, Suite 3600		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	0301638-0103 & 0104		
<b>NAME OF SUBMITTER:</b>	Kimberly Bittinger		
<b>Signature:</b>	/KIMBERLY BITTINGER/		

CH \$65.00 3404099

Date:

01/26/2009

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Advanta Bank Corp., a corporation organized under the laws of the state of Utah, having offices at Welsh and McKean Roads, Spring House, PA 19477 (hereinafter referred to as the "Assignor") was the owner of the trademarks, **IDEABLOB** and **IDEABLOB.COM** which marks are the subject of U.S. Trademark Registration No. **3,404,099** and Registration No. **3,401,662** (the "Marks");

**WHEREAS**, Ideablob 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 BANK CORP.**

Date:

1/15/09

By



Name: Laura Sorscher

Title: General Counsel, Business Cards

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