

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352579

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HSBC HOLDINGS PLC		04/23/2015	a Company registered under the laws of England and Wales:
RECEIVING PARTY DATA			
Name:	HSBC GROUP MANAGEMENT SERVICES LIMITED		
Street Address:	8 Canada Square		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	E14 5HQ		
Entity Type:	a Company registered under the laws of England and Wales: ENGLAND		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	4298381	CLIENTSPHERE	
Registration Number:	1426835	HEXAGON	
Registration Number:	1699379		
Registration Number:	3614426		
Registration Number:	3618090		
Registration Number:	2000657	HSBC	
Registration Number:	4372763	HSBC ADVANCE	
Registration Number:	4171972	HSBC BUSINESS DIRECT	
Registration Number:	4234782	HSBC CROSS	
Registration Number:	3548780	HSBC DIRECT	
Registration Number:	2732468	HSBC PREMIER	
Serial Number:	86296982		
Serial Number:	86296978		
Serial Number:	85488603	HSBC AMANAH	
Serial Number:	86418132	HSBC CARDSIGHT	
Serial Number:	86196399	HSBC CREDIT PLACE	
Serial Number:	86418127	CARDSIGHT	
CORRESPONDENCE DATA			
TRADEMARK			

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Fax Number: 2123101635

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212 626 4242

Email: nyctrademarks@bakermckenzie.com

Correspondent Name: Lindsey Utrata

Address Line 1: 452 Fifth Avenue

Address Line 2: Baker & McKenzie LLP

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	10060604-39289698-000102
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NAME OF SUBMITTER:	Lindsey Utrata
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SIGNATURE:	/LU/
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DATE SIGNED:	08/25/2015
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Total Attachments: 2

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ASSIGNMENT OF TRADE MARKS

The undersigned, **HSBC HOLDINGS PLC**, a company registered under the laws of England and Wales having an address at 8 Canada Square, London, E14 5HQ, United Kingdom ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, received from **HSBC GROUP MANAGEMENT SERVICES LIMITED**, a company registered under the laws of England and Wales having an address at 8 Canada Square, London, E14 5HQ, United Kingdom ("Assignee"), effective as of 23 April 2015 (the "Effective Date") and pursuant to a certain Trade Mark and Design Right Assignment Agreement entered into as of April 23, 2015, by and between HSBC HOLDINGS PLC on the one hand, and HSBC GROUP MANAGEMENT SERVICES LIMITED on the other, does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

The U.S. trade marks, service marks, trade names, logos, insignias, designs and other proprietary interests therein, including, without limitation, all registrations and applications for registration therefor listed on Exhibit A hereto, together with the whole of the goodwill of the business associated therewith, (the "Trade Marks").

Said Trade Marks to be held and enjoyed by Assignee, successor to the business or portion of the business of Assignor to which the Trade Marks pertain, which business is ongoing and existing, for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trade Marks may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement, dilution, misappropriation or other violation of the Trade Marks; with the right to sue and collect damages for its own use and benefit, and for the use and on behalf of its successors or assigns.

From and after the Effective Date, Assignor shall, upon request and at the expense of Assignee, but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered and filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested by Assignee to transfer, convey and assign to Assignee possession and use of the Trade Marks to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.

HSBC HOLDINGS PLC

By: 

Name: John Tracey

Title: Senior Legal Counsel

Date: 21 August 2015

**HSBC GROUP MANAGEMENT
SERVICES LIMITED**

By: 

Name: Jennifer Casey

Title: Legal Counsel

Date: 21 August 2015

EXHIBIT A

Trade Mark Registrations

TRADEMARKS.	REG. NO.
CLIENTSPHERE	4298381
HEXAGON	1426835
Hexagon Device	1699379
HEXAGON device pattern - Graphite	3614426
HEXAGON device pattern - Indigo	3618090
HSBC	2000657
HSBC ADVANCE	4372763
HSBC BUSINESS DIRECT	4171972
HSBC CROSS	4234782
HSBC DIRECT	3548780
HSBC PREMIER	2732468

Trade Mark Applications

TRADE MARKS	APP. NO.
HSBC ADVANCE in simplified Chinese characters	86296982
HSBC ADVANCE in traditional Chinese characters	86296978
HSBC AMANAH	85488603
HSBC CARDSIGHT	86418132
HSBC CREDIT PLACE	86196399
CARDSIGHT	86418127

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