

11-03-2000

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HEET

by Docket No. 7701.0043 and 7701.0056

101505361

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name(s) of conveying party(ies):

Ameritrade (Inc.)

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership

Other:

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Merger
- Change of Name

Other:

Execution Date: September 12, 2000

2. Name(s) and address(es) of receiving party(ies):

Name: Ameritrade Holding Corporation

Address: 4211 S. 102nd Street

Omaha, Nebraska 68127

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation of Delaware
- Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/363,507
76/012,372

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Julia Anne Matheson

Address: Finnegan, Henderson, Farabow,
arrett & Dunner, L.L.P.

1300 I Street, N.W.

Washington, D.C. 20005-3315

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

- Enclosed
- Authorized to be charged to deposit account
- Authorized to be charged to deposit account only if fee is deficient

8. Deposit account number:

06-0916

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Julia Anne Matheson
Name of Person Signing

Signature

September 28, 2000
Date

Total number of pages including cover sheet, attachments, and document: 4

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service addressed to: Honorable Commissioner of Patents and Trademarks, Washington, D.C. BOX ASSIGNMENTS.

Date: September 28, 2000

Signed:
Rebecca M. Whitelock

11/28/2000 510M11 00000152 060916 75363507

01 11:481 40.00 DR
01 11:482 25.00 DR

ASSIGNMENT

This Assignment Agreement ("Agreement") is entered by and between Ameritrade (Inc.), a Nebraska corporation with its principal place of business at 4211 S. 102nd Street, Omaha, Nebraska 68127 ("Assignor") and Ameritrade Holding Corporation, a Delaware Corporation with its principal place of business at 4211 S. 102nd Street, Omaha, Nebraska 68127 ("Assignee").

WHEREAS, Assignor is the owner of the U.S. trademark applications identified in Exhibit A and of the marks therefor, namely:

- (a) U.S. Application Serial No. 75/363,507 for the mark AMERITRADE & Design, covering the following services: "Investment brokerage and financial and market services, namely, providing quotes on securities and commodities, economic research, economic news, securities and investment information" in International Class 36; and "Conducting classes, seminars, and workshops in the field of finance and investments and distributing course materials therewith" in International Class 41; and
- (b) U.S. Application Serial No. 76/012,372 for the mark AMERITRADE & Design, covering the following services: "Computer software for financial investment" in International Class 9; "Publications on investing and financial management" in International Class 16; "Investment brokerage and financial and market services, namely, providing quotes on securities and commodities, economic research, economic news, securities and investment information; electronic financial information services, namely, providing over global computer network quotes on securities and commodities, economic research, economic news, mortgage payment calculations and investment information" in International Class 36; and "Conducting classes, seminars,

and workshops in the field of finance and investments and distributing course materials therewith" in International Class 41; (collectively referred to herein as "the Marks").

WHEREAS, Assignee wishes to acquire the Marks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Marks, together with the goodwill of the business associated with the Marks, the aforesaid U.S. applications, and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner of the United States Patent and Trademark Office is requested to issue the certificates of registration to Ameritrade Holding Corporation.

AMERITRADE (INC.)

AMERITRADE HOLDING CORPORATION

By: *Jack R. McDonnell*

By: *J. Peter Ricketts*

Name: *Jack R. M^cDonnell*

Name: *J. Peter Ricketts*

Title: *President*

Title: *Vice Chairman*

Date: *9/12/00*

Date: *9/12/00*

EXHIBIT A

MARK

**APPLICATION SERIAL
NO.**

APPLICATION DATE

AMERITRADE & Design

75/363,507

September 26, 1997

AMERITRADE & Design

76/012,372

March 28, 2000