

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
The Bear Stearns Companies LLC		07/22/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase & Co.		
Street Address:	270 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2739710	PRICINGDIRECT	
CORRESPONDENCE DATA			
Fax Number:	(212)355-3333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-8800		
Email:	NY-TM-Admin@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP Attn: Janis Nici		
Address Line 1:	620 Eighth Avenue		
Address Line 2:	The New York Times Building		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	100144-187802		
NAME OF SUBMITTER:	Janis Nici		
Signature:	/janis nici/		

CH \$40.00 2739710

Date:

07/22/2009

Total Attachments: 1

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ASSIGNMENT

WHEREAS, The Bear Stearns Companies LLC, a Delaware Limited Liability Company, with its principal place of business at 383 Madison Avenue, New York NY 10179 (hereinafter "Assignor") is the owner of U.S. Registration No. 2,739,710 for the mark **PRICING DIRECT**, as evidenced by the records in the United States Patent and Trademark Office.


WHEREAS, JPMorgan Chase & Co., (Assignee), a Delaware Corporation, with its principal place of business at 270 Park Avenue, New York, NY 10017 (hereinafter "Assignee") desires to acquire the Mark, and the above referenced registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfer to Assignee all right, title and interest in and to the Mark and registration, together with the goodwill of the business symbolized by the Mark, and the right to bring action for past infringement of the Mark.

This assignment is effective as of the date stated below.

THE BEAR STEARNS COMPANIES LLC

Dated: 7/22/09

By: 
Name: Anthony J. Horan
Title: Corporate Secretary

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