

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Old Kent Financial Corporation		06/28/2004	CORPORATION: MICHIGAN

RECEIVING PARTY DATA

Name:	Fifth Third Bancorp
Street Address:	38 Fountain Square Plaza
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45263
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	1900092	SMARTMOVE
Registration Number:	2207908	SMARTMOVE

CORRESPONDENCE DATA

Fax Number: (212)521-5450
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2125490346
Email: dcohen@reedsmith.com
Correspondent Name: Darren B. Cohen
Address Line 1: 599 Lexington Avenue
Address Line 2: 29th Floor
Address Line 4: New York, NEW YORK 10022-7650

ATTORNEY DOCKET NUMBER: 501776/20028

NAME OF SUBMITTER: Darren B. Cohen

Total Attachments: 1
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OP \$65.00 1900092

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TRADEMARK
REEL: 002898 FRAME: 0899

STATEMENT

Old Kent Financial Corporation, a Michigan corporation, located at One Vandenberg Center, Grand Rapids, Michigan 49503 has officially changed its name to Fifth Third Bancorp and is now an Ohio corporation having its current mailing address at: 38 Fountain Square Plaza, Cincinnati, Ohio 45263.

Pursuant to TMEP 503.03(b), a cover sheet is the only required document for recording a change of name.