

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Provident Bank		11/03/2004	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	National City Corporation
Street Address:	1900 East Ninth Street
Internal Address:	Locator #01-2174
City:	Cleveland
State/Country:	OHIO
Postal Code:	44114
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2278791	THE SIMPLE TRUTH ABOUT BANKING

CORRESPONDENCE DATA	
Fax Number:	(202)331-4308
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202)663-7409
Email:	trademark@sughrue.com
Correspondent Name:	Leigh Ann Lindquist
Address Line 1:	2100 Pennsylvania Avenue, N.W.
Address Line 2:	Suite 800
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213

ATTORNEY DOCKET NUMBER:	S9165
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NAME OF SUBMITTER:	Andres E. Lorca
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Total Attachments: 1 source=S9165 assignment#page1.tif
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CH \$40.00 2278791

ASSIGNMENT

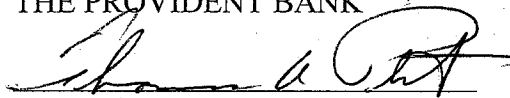
WHEREAS, The Provident Bank ("Provident"), a corporation organized under the laws of the state of Ohio with a business address of One East Fourth Street, Cincinnati, OH 45202 has adopted, used, is using and is the owner of the trademark THE SIMPLE TRUTH ABOUT BANKING ("the Mark") and U.S. Trademark Registration No. 2,278,791 for the Mark; and

WHEREAS, National City Corporation ("National City"); a corporation organized under the laws of the state of Delaware with a business address of National City Center, 1900 East 9th Street, Locator #01-2174, Cleveland, OH 44114 is desirous of acquiring ownership in and to the Mark and U.S. Trademark Registration No. 2,278,791;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Provident does hereby assign to National City all right, title and interest in and to the Mark and U.S. Trademark Registration No. 2,278,791, together with the goodwill of the business symbolized by the Mark.

THE PROVIDENT BANK

By:



Name:

Thomas A. Plant

Title:

Assistant Secretary

Date:

11-3-04