

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
Clarke American Checks, Inc.		10/04/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BB&T Corporation		
Street Address:	200 West Second Street		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27101		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76627085	BUSINESS BOOKKEEPING SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-293-7060		
Email:	vmullineaux@sughrue.com, ksmith@sughrue.com		
Correspondent Name:	Kevin G. Smith		
Address Line 1:	2100 Pennsylvania Avenue		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	800248/S-9296		
NAME OF SUBMITTER:	Kevin G. Smith		
Signature:	/Kevin G. Smith/		
Date:	10/05/2005		

CH \$40.00 76627085

Total Attachments: 1
source=800248#page1.tif

ASSIGNMENT OF SERVICE MARK

WHEREAS, Clarke American Checks, Inc., a Delaware corporation having an address at 10931 Laureate Drive, San Antonio, Texas 78249 ("Assignor"), is the applicant of record with the United States Patent and Trademark office for the trademark "Business Bookkeeping Solutions", US Serial Number 76/627,085 (the "Mark"); and 76/627,085

WHEREAS, BB&T Corporation, having an address at 200 West Second Street, Winston-Salem, North Carolina 27101 ("Assignee"), is desirous of acquiring all Assignor's right, title and interest in and to the Mark, including the goodwill appurtenant thereon, and all registrations thereof, and all rights to registration thereof, together with any and all other rights of Assignor associated with the Mark; and

WHEREAS, in consideration of this Assignment, Assignee has agreed to pay Assignor a fee totaling \$1,500, payable no later than thirty (30) days following the Effective Date of assignment set forth below.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, as of the Effective Date, Assignor does hereby assign, transfer and sell unto Assignee, its successor and assigns, all of the Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, the registrations thereof in the U.S. Patent and Trademark Office and rights to the registration thereof, together with any and all other rights of Assignor associated with the Mark.

In witness whereof, the parties have executed the foregoing document as of the 4th day of October, 2005 (the "Effective Date").

Clarke American Checks, Inc. ("Assignor")

BB&T Corporation ("Assignee")

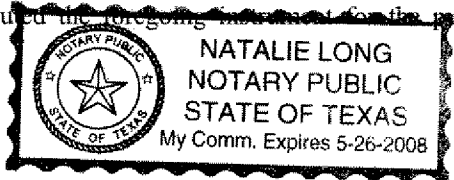
By: Antonio Tarantino
Antonio Tarantino
Vice President and General Manager
Sales and Marketing

By: Robert E. Greebe
Robert E. Greebe
Senior Executive Vice President

STATE OF TEXAS
COUNTY OF BEXAR

On this the 4th day of October, 2005, before me, the undersigned officer, personally appeared Antonio Tarantino who acknowledged himself to be the Vice President and General Manager Sales and Marketing of Clarke American Checks, Inc., a Delaware corporation, and that he, Antonio Tarantino, as such Vice President of Clarke American Checks, Inc., being authorized so to do, executed the foregoing instrument for the purposes therein contained and as the free act and deed of said corporation.

Natalie Long
Notary Public



My Commission Expires: 5-26-08

STATE OF NORTH CAROLINA
COUNTY OF FORSYTH

On this the 14th day of September, 2005, before me, the undersigned officer, personally appeared Robert E. Greebe, who acknowledged himself to be the Senior Executive Vice President of BB&T Corporation, and that he, as such Senior Executive Vice President, being authorized so to do, executed the foregoing instrument for the purposes therein contained and as the free act and deed of said corporation.

Dee Dee N. Stiggen
Notary Public

My Commission Expires: June 25, 2007