

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
Bank of the West		10/07/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	West Financial, Inc.		
Street Address:	500 North Mesa Street		
City:	El Paso		
State/Country:	TEXAS		
Postal Code:	79901		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1652013	W	
Registration Number:	2091053	WE ARE EL PASO	
CORRESPONDENCE DATA			
Fax Number:	(202)331-4308		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2026637484		
Email:	gkrugman@sughrue.com, mperry@sughrue.com, tm@sughrue.com		
Correspondent Name:	Gary D. Krugman		
Address Line 1:	2100 Pennsylvania Avenue, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037-3213		
ATTORNEY DOCKET NUMBER:	S11270		
NAME OF SUBMITTER:	Gary D. Krugman		
Signature:	/Gary D. Krugman/		

CH \$65.00 1652013

900061999

TRADEMARK
REEL: 003423 FRAME: 0454

Date:

11/07/2006

Total Attachments: 1

source=bank of the west assmt.pdf#page1.tif

ASSIGNMENT

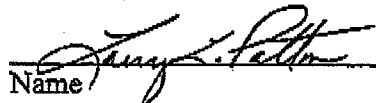
WHEREAS, Bank of the West, a corporation of Texas with a business address of 500 North Mesa Street, El Paso, Texas 79901, has adopted, used, is using and is the owner of United States Trademark Registration No. 1,652,013 for the mark W and design, and Registration No. 2,091,053 for the mark WE ARE EL PASO; and

WHEREAS, West Financial, Inc., a corporation of Texas with a business address of 500 North Mesa Street, El Paso, Texas 79901, is desirous of acquiring all right, title and interest in and to the trademarks and trademark registrations, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Bank of the West hereby assigns to West Financial, Inc. all right, title and interest in and to the trademarks and trademark registration numbers 1,652,013 and 2,091,053, together with the goodwill of the business symbolized by the marks.

BANK OF THE WEST

By:


Name

President

Title

October 30, 2006

Date

M6116 S11270 Assignment.DOC