

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
First Federal Bank of California		02/26/2007	Federal Savings Bank: UNITED STATES
RECEIVING PARTY DATA			
Name:	FirstFed Financial Corporation		
Street Address:	401 Wilshire Boulevard, Suite 1200		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78590898	FIRSTFEDONLINE	
CORRESPONDENCE DATA			
Fax Number:	(310)394-4477		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-451-0647		
Email:	tara@cislo.com		
Correspondent Name:	Daniel M. Cislo		
Address Line 1:	233 Wilshire Boulevard, Suite 900		
Address Line 4:	Santa Monica, CALIFORNIA 90401		
ATTORNEY DOCKET NUMBER:	07-18910		
NAME OF SUBMITTER:	Daniel M. Cislo		
Signature:	/danielMCislo/		
Date:	02/27/2007		

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Total Attachments: 1
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ASSIGNMENT OF USE-BASED APPLICATION OF MARK AND REGISTRATION OF MARK

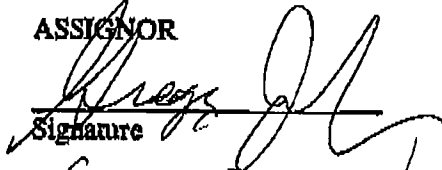
WHEREAS, First Federal Bank of California, a federal savings bank has adopted, used and is using a mark which is the subject of an application for registration in the United States Patent and Trademark Office, Serial No. 78/590,898 filed March 18, 2005 and U.S. Registration No. 1,430,532 registered February 24, 1987;

WHEREAS, First Federal Bank of California ("Assignor") of Santa Monica, California; and

WHEREAS, FirstFed Financial Corporation ("Assignee") is the parent and/or affiliated company of Assignor and is desirous of acquiring Assignor's interest in said mark and the use-based application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor assigns unto the said Assignee its entire right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified use-based application for registration thereof.

ASSIGNOR



Signature

Gregory Josephson

Name

VP/DEPUTY GENERAL COUNSEL

Title

2/26/07

Date

DOCUMENTS