

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
Regions Asset Holding Company, Inc.		07/30/2007	CORPORATION: ALABAMA

RECEIVING PARTY DATA

Name:	Regions Asset Company
Street Address:	3501 Silverside Road
Internal Address:	Suite 209
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19810
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 46

Property Type	Number	Word Mark
Registration Number:	3204302	50+ POSITIVELY FREE CHECKING
Registration Number:	2868782	ABSOLUTELY FREE CHECKING
Registration Number:	1467612	AMERISTAR
Registration Number:	1495347	AMERISTAR
Registration Number:	3173019	AMSOUTH ADVANTAGE
Registration Number:	3109790	AMSOUTH ANSWERS DESIGNED TO FIT YOUR NEEDS
Registration Number:	2302886	AMSOUTH AT WORK
Registration Number:	2887369	AMSOUTH COMPLETE REWARDS
Registration Number:	2545255	AMSOUTH FUNDS
Registration Number:	2743051	AMSOUTH RELATIONSHIP LEASE
Registration Number:	3109786	BUENAS RELACIONES
Registration Number:	2011009	BUSINESS FLEXLIN
Registration Number:	2855068	CLICK TO SWITCH

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Registration Number:	2983730	COMMERCIAL EDGE
Registration Number:	2254158	DAILY ELECT
Registration Number:	1869947	DISTINCTION
Registration Number:	2787290	DISTINCTION PLUS
Registration Number:	2067835	ESSENTIALINE
Registration Number:	1552240	THE FIRST NATIONAL BANK OF TUSKALOOSA
Registration Number:	3075149	HELLO
Registration Number:	3091898	HELLO WE'RE AMSOUTH
Registration Number:	2719932	INTERNATIONAL EDGE
Registration Number:	3117675	NIFTY AT 50
Registration Number:	2358566	ON THE SPOT MORTGAGE
Registration Number:	2517323	PARTNER
Registration Number:	2529789	PARTNER PLUS
Registration Number:	2789541	PERFORMANCE THROUGH DIVERSIFICATION
Registration Number:	3139585	POSITIVELY FREE CHECKING
Registration Number:	2341891	READY AIM RETIRE!
Registration Number:	2560138	RELATIONSWEEP
Registration Number:	2680767	THE POWER OF THE RELATIONSHIP
Registration Number:	2369312	THE RELATIONSHIP PEOPLE
Registration Number:	2471906	YOUR KEY TO THE FUTURE
Registration Number:	1045062	A
Registration Number:	1207527	AMSOUTH
Registration Number:	1207526	AMSOUTH
Registration Number:	1817130	AMSOUTH BANK THE RELATIONSHIP PEOPLE
Registration Number:	1174514	
Registration Number:	1225336	THE FIRST NATIONAL BANK OF BIRMINGHAM
Registration Number:	1397098	FIRST NATIONAL BANK OF MOBILE
Registration Number:	1911779	HEALTHCARE CD
Registration Number:	1941081	POCKETS MCPHEE
Registration Number:	1939924	POCKETS MCPHEE AMSOUTH BANK YOUTH CLUB
Serial Number:	76600307	AMSOUTH ANSWERS
Serial Number:	78841372	AMSOUTH ULTIMATE BANKING CENTER
Serial Number:	76644697	POSITIVELY FREE BUSINESS CHECKING

CORRESPONDENCE DATA

TRADEMARK
REEL: 003597 FRAME: 0361

Fax Number: (202)429-3902
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2024293000
Email: rmarmer@steptoe.com
Correspondent Name: Rachel M. Marmer/Steptoe & Johnson LLP
Address Line 1: 1330 Connecticut Avenue, NW
Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

ATTORNEY DOCKET NUMBER:	15548.2001
NAME OF SUBMITTER:	Rachel M. Marmer
Signature:	/rachel marmer/
Date:	08/08/2007

Total Attachments: 3
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, Regions Asset Holding Company, Inc., an Alabama Corporation (the "Assignor"), owns all the right, title and interest in and to the trademarks and the registrations and applications therefor set forth in the attached Schedule A, together with all the goodwill of the business represented and symbolized thereby; and

WHEREAS, Regions Asset Company, a Delaware Corporation (the "Assignee"), desires to acquire all right, title and interest in and to said trademarks and the registrations and applications therefor, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee all right, title and interest in and to the trademarks and the registrations and applications therefor together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

Regions Asset Holding Company, Inc.

By: Lynda A. Kern
Lynda A. Kern
Director and President

Date: 7-30-2007

SCHEDULE A

TRADEMARK	REG. NO./ SERIAL NO.	REG. DATE/ FILING DATE
50+ POSITIVELY FREE CHECKING	3,204,302	01/30/2007
AMSOUTH ANSWERS	76/600,307	06/30/2004
AMSOUTH ULTIMATE BANKING CENTER	78/841,372	03/20/2006
POSITIVELY FREE BUSINESS CHECKING	76/644,697	08/11/2005
ABSOLUTELY FREE CHECKING	2,868,782	08/03/2004
AMERISTAR	1,467,612	12/01/1987
AMERISTAR & Design	1,495,347	07/05/1988
AMSOUTH ADVANTAGE	3,173,019	11/21/2006
AMSOUTH ANSWERS DESIGNED TO FIT YOUR NEEDS	3,109,790	06/27/2006
AMSOUTH AT WORK	2,302,886	12/21/1999
AMSOUTH COMPLETE REWARDS	2,887,369	09/21/2004
AMSOUTH FUNDS	2,545,255	03/05/2002
AMSOUTH RELATIONSHIP LEASE	2,743,051	07/29/2003
BUENAS RELACIONES	3,109,786	06/27/2006
BUSINESS FLEXLINE	2,011,009	10/22/1996
CLICK TO SWITCH	2,855,068	06/15/2004
COMMERCIAL EDGE	2,983,730	08/09/2005
DAILY ELECT	2,254,158	06/15/1999
DISTINCTION & Design	1,869,947	12/27/1994
DISTINCTION PLUS	2,787,290	11/25/2003
ESSENTIALINE	2,067,835	06/03/1997
THE FIRST NATIONAL BANK OF TUSKALOOSA	1,552,240	08/15/1989
HELLO (Stylized)	3,075,149	04/04/2006
HELLO WE'RE AMSOUTH & Design	3,091,898	05/16/2006
INTERNATIONAL EDGE	2,719,932	05/27/2003
NIFTY AT 50 (Stylized)	3,117,675	07/18/2006
ON THE SPOT MORTGAGE	2,358,566	06/13/2000
PARTNER	2,517,323	12/11/2001
PARTNER PLUS	2,529,789	01/15/2002
PERFORMANCE THROUGH DIVERSIFICATION	2,789,541	12/02/2003

POSITIVELY FREE CHECKING	3,139,585	09/05/2006
READY AIM RETIRE!	2,341,891	04/11/2000
RELATIONSWEEP	2,560,138	04/09/2002
THE POWER OF THE RELATIONSHIP	2,680,767	01/28/2003
THE RELATIONSHIP PEOPLE	2,369,312	07/18/2000
YOUR KEY TO THE FUTURE	2,471,906	07/24/2001
A (Stylized)	1,045,062	07/27/1976
AMSOUTH	1,207,527	09/07/1982
AMSOUTH (Stylized)	1,207,526	09/07/1982
AMSOUTH BANK THE RELATIONSHIP PEOPLE (Stylized)	1,817,130	01/18/1994
Design of Star	1,174,514	10/20/1981
THE FIRST NATIONAL BANK OF BIRMINGHAM	1,225,336	01/25/1983
FIRST NATIONAL BANK OF MOBILE	1,397,098	06/10/1986
HEALTHCARE CD	1,911,779	08/15/1995
POCKETS MCPHEE	1,941,081	12/12/1995
POCKETS MCPHEE AMSOUTH BANK & Design	1,939,924	12/05/1995