

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
FISERV AFFINITY, INC.		10/17/2007	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	FISERV, INC.		
Street Address:	255 Fiserv Drive		
City:	Brookfield		
State/Country:	WISCONSIN		
Postal Code:	53045		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2125657	THE COMPLETE FINANCIAL MANAGEMENT WORKSHOP	
CORRESPONDENCE DATA			
Fax Number:	(414)277-0656		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Billie Jean Smith		
Address Line 1:	100 East Wisconsin Avenue		
Address Line 2:	Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	034083-9360 US00		
NAME OF SUBMITTER:	Jaime L. Puls		
Signature:	/jaime l. puls/		
Date:	10/24/2007		

OP \$40.00 2125657

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Agreement is made by and between Fiserv Affinity, Inc., (hereinafter "Assignor") and Fiserv, Inc., a Wisconsin Corporation, having an address of 255 Fiserv Drive, Brookfield, WI 53045 (hereinafter "Assignee") on this 17th day of October, 2007 ("Effective Date").

WHEREAS, Assignor owns the trademark identified in Exhibit A attached hereto (the "Mark"); and

WHEREAS, Assignee is desirous of acquiring said Mark and the federal trademark registration thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee and its successors and assigns all of Assignor's right, title and interest in and to said Mark, including the federal trademark registration therefor, the rights to sue for past, present and future infringements, together with the goodwill of the business symbolized by the Mark.

FISERV AFFINITY, INC.
("Assignor")

Signature: John C. Mezzanotte
Dated: 10/17/07
By: John C. Mezzanotte
Title: Assistant Secretary

EXHIBIT A

Mark
THE COMPLETE FINANCIAL
MANAGEMENT WORKSHOP

Reg. No.
2125657

Reg. Date.
December 30, 1997