

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
Fifth Third Bank		06/26/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Fifth Third Bancorp		
Street Address:	38 Fountain Square Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45263		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	77496093	FIFTH THIRD EARLY ACCESS	
Serial Number:	77434102	FIFTH THIRD DIRECT CHECK ACCESS	
Serial Number:	77425780	LOS QUE HACEMOS POR NUESTROS SUEÑOS	
Serial Number:	77348749	THE THINGS WE DO FOR DREAMS	
Serial Number:	76099894	FIFTH THIRD EQUITY FLEXLINE	
Serial Number:	76018173	HOME EQUITY OF AMERICA	
Serial Number:	75911170	53.COM	
Serial Number:	75883281	5/3 FIFTH THIRD FIELD	
Serial Number:	75093344	PLATINUM ONE ACCOUNT	
Serial Number:	74476874	FIFTH THIRD TRANSACT	
Serial Number:	74420088	WORKING HARD TO BE THE ONLY BANK YOU'LL EVER NEED	
Serial Number:	74341258	BUSINESS 53	
Serial Number:	73705909	SHOPPERS BONUS	
Serial Number:	73677959	ONE ACCOUNT GOLD	

CH \$390.00 77496093

900110841

TRADEMARK
REEL: 003812 FRAME: 0362

Serial Number:

72432734

BANKLINE

CORRESPONDENCE DATA

Fax Number: (513)762-7946

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (513) 455-7646

Email: kkg@gdm.com

Correspondent Name: Karen K. Gaunt

Address Line 1: 255 East Fifth Street

Address Line 2: 2900 Chemed Center

Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:

114930

NAME OF SUBMITTER:

Karen K. Gaunt

Signature:

/Karen K. Gaunt/

Date:

07/09/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Fifth Third Bank, a corporation organized and existing under the laws of the state of Ohio and having a place of business at 38 Fountain Square Plaza, Cincinnati, Ohio 45263 USA ("Assignor"), is the owner of all right, title, and interest in and to the trademarks, as identified on the attached Exhibit A (the "Marks"); and

WHEREAS, Fifth Third Bancorp, a corporation organized and existing under the laws of the state of Ohio and having a place of business at 38 Fountain Square Plaza, Cincinnati, Ohio 45263 USA ("Assignee"), wishes to acquire any and all rights Assignor has in and to the Marks, and the pending applications and registrations therefore, together with the good will and assets of the business in connection with which the Marks are used and/or are intended to be used, and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title, and interest in and to the Marks, together with the good will and assets of the business in connection with which the Marks are used and/or are intended to be used, and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver, at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest Assignor's right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent that such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 26th day of June, 2008.

ASSIGNOR

FIFTH THIRD BANK

By: Therese Paul

Name: Therese Paul

Title: VICE PRESIDENT

Date 6-26-08

EXHIBIT A

TRADEMARK	Serial Number	Registration Number
FIFTH THIRD EARLY ACCESS	77/496,093	N/A
FIFTH THIRD DIRECT CHECK ACCESS	77/434,102	N/A
LOS QUE HACEMOS POR NUESTROS SUEÑOS	77/425,780	N/A
THE THINGS WE DO FOR DREAMS	77/348,749	N/A
FIFTH THIRD EQUITY FLEXLINE	76/099,894	2,933,467
HOME EQUITY OF AMERICA	76/018,173	2,637,580
53.COM	75/911,170	2,568,134
5/3 FIFTH THIRD FIELD	75/883,281	2,415,753
PLATINUM ONE ACCOUNT	75/093,344	2,383,515
FIFTH THIRD TRANSACT	74/476,874	1,876,892
WORKING HARD TO BE THE ONLY BANK YOU'LL EVER NEED	74/420,088	1,842,041
BUSINESS 53	74/341,258	1,828,545
SHOPPERS BONUS	73/705,909	1,528,650
ONE ACCOUNT GOLD	73/677,959	1,503,236
BANKLINE	72/432,734	0,986,188

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