

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
BCD Rewards, L.L.C.		10/08/2008	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	The PrivateBank		
Street Address:	1401 South Brentwood Boulevard		
Internal Address:	Suite 200		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63144		
Entity Type:	federally-chartered savings thrift: MISSOURI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3038360	BUILDERCARD	
Serial Number:	78347865	CONSTRUCTION REWARDS CARD	
CORRESPONDENCE DATA			
Fax Number:	(816)412-9393		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	816-842-8600		
Email:	trademark@stinson.com		
Correspondent Name:	Penny R. Slicer		
Address Line 1:	Stinson Morrison Hecker LLP		
Address Line 2:	1201 Walnut Street, 25th Floor		
Address Line 4:	Kansas City, MISSOURI 64106-2150		
ATTORNEY DOCKET NUMBER:	809667-0020		
NAME OF SUBMITTER:	Penny R. Slicer		

CH \$65.00 3038360

Signature:

/Penny R. Slicer/

Date:

11/07/2008

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, BCD Rewards, L.L.C., a limited liability corporation duly organized under the laws of the State of Missouri, and having its principal place of business at 817 Newcastle Drive, St. Louis, County of St. Louis, and State of Missouri (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademarks and/or service marks listed in the attached Schedule of Marks, and the registrations and/or applications thereof (hereinafter the "Marks");

WHEREAS, The PrivateBank, a federally-chartered savings thrift, having its principal place of business at 1401 South Brentwood Boulevard, Suite 200, St. Louis, Missouri 63144, (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks and the goodwill of the business associated therewith.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Marks, throughout the world, together with the registrations and/or applications thereof and the goodwill of the business symbolized thereby, including all common law rights, and all claims for damages by reason of past infringement of the Marks, with the right to sue and collect therefor.

Assignor hereby covenants and warrants that as of the date hereof it is the true and lawful owner of the entire, right, title and interest in the Marks and the goodwill of the business symbolized thereby, that it has the full right and power to convey the same, that the same are free and clear of all liens, charges and encumbrances whatsoever, and that it has not executed and will not execute any agreement in conflict herewith.

Assignor agrees to execute any further documents that may be needed in the future to record and vest full title in and to the Marks and the registrations and/or applications thereof in Assignee.

[signature pages follows]

BCD REWARDS, L.L.C.,
a Missouri limited liability company

10-28-08
(date)

By: [Signature]
Name: CRAG SHAPIRO
Title: Member

ACKNOWLEDGMENT

STATE OF MISSOURI)
) SS.
COUNTY OF ST. LOUIS)

On this 8th day of October, 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared Craig Shapiro, me known and known to me to be the person of that name who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Margaret Grinstead
Notary Public

(SEAL)

My Commission Expires:
12/15/09



MARGARET GRINSTEAD
My Commission Expires
December 15, 2009
St. Louis County
Commission #05474506

THE PRIVATE BANK, a federally-chartered savings thrift

By: *Allan D. Ivie, IV*
Allan D. Ivie, IV, President and COO

Date: 10/22/08

ACKNOWLEDGMENT

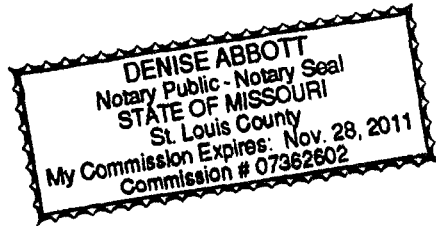
STATE OF MISSOURI)
) SS.
COUNTY OF ST. LOUIS)

On this 22nd day of October, 2008, before me, a Notary Public in and for the State and County aforesaid, personally appeared Allan D. Ivie, IV, me known and known to me to be the person of that name who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Denise Abbott
Notary Public

(SEAL)

My Commission Expires:
11-28-11



SCHEDULE OF MARKS

Mark	No.	Date
BUILDERCARD	Reg. No. 3,038,360	01/03/06
CONSTRUCTION REWARDS CARD	Appln No. 78/347,865	01/05/04