

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
First Niagara Insurance Brokers, Inc.		04/06/2009	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	First Niagara Financial Group, Inc.		
<b>Street Address:</b>	6950 S. Transit Road		
<b>City:</b>	Lockport		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14095-0514		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78168607	FIRST NIAGARA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(716)849-0349		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	716.856.4000		
<b>Email:</b>	rwatt@hodgsonruss.com		
<b>Correspondent Name:</b>	Rachel S. Watt		
<b>Address Line 1:</b>	Hodgson Russ LLP		
<b>Address Line 2:</b>	140 Pearl Street, Suite 100		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202-4040		
<b>ATTORNEY DOCKET NUMBER:</b>	019000.00030		
<b>NAME OF SUBMITTER:</b>	Rachel S. Watt		
<b>Signature:</b>	/rachel s. watt/		

CH \$40.00 78168607

Date:

04/09/2009

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, First Niagara Insurance Brokers, Inc. ("FN-CANADA"), a Canadian corporation, having its principal office at 3643 Portage Road, Niagara Falls, Ontario L2J 2K8, is the owner of the trademark FIRST NIAGARA, for which an application for registration with the United States Patent and Trademark Office has been made, Trademark Application Serial No. 78/168,607;

WHEREAS, First Niagara Financial Group, Inc. ("FN-US"), a Delaware corporation, having its principal office at 6950 S. Transit Road, Lockport, New York 14095-0514, is desirous of acquiring FN-CANADA's rights in and to said trademark and said application;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, FN-CANADA does hereby assign, transfer and convey to FN-US the entire right, title, and interest in and to said FIRST NIAGARA trademark, said application, and any registration issuing thereon, together with the goodwill of the business symbolized thereby.

THIS TRADEMARK ASSIGNMENT is effective the 6<sup>th</sup> day of ~~March~~, 2009.

*April 2009*

IN WITNESS WHEREOF, FN-CANADA has caused this instrument to be duly executed by its duly authorized officer, Wayne Maves, this 6<sup>th</sup> day of ~~March~~, 2009.

*APRIL WCM*

FIRST NIAGARA INSURANCE BROKERS, INC.

By: \_\_\_\_\_

*Wayne Maves*

Title: President