

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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 Bancorp		05/19/2009	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Fifth Third Bank
Street Address:	38 Fountain Square Plaza
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45263
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	76225181	CARD MANAGEMENT CORPORATION
Serial Number:	76044447	CMC
Serial Number:	74131421	JEANIE
Serial Number:	73163670	JEANIE
Serial Number:	77136201	JEANIE
Serial Number:	76228440	PREMIER ISSUE
Serial Number:	75394767	SKIPJACK
Serial Number:	75911057	SKIPJACK

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

CH \$215.00 76225181

Address Line 2: 2900 Chemed Center
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	114930.25
NAME OF SUBMITTER:	Karen K. Gaunt
Signature:	/Karen K. Gaunt/
Date:	05/27/2009

Total Attachments: 2
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TRADEMARK ASSIGNMENT

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 ("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 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 ("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 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 19th day of May, 2009.

ASSIGNOR

FIFTH THIRD BANCORP

By: Paul J. Reynolds

Name: Paul Reynolds

Title: Executive Vice President, Secretary & Chief Legal Officer

Date: May 19, 2009

EXHIBIT A

TRADEMARK	Serial Number	Registration Number
CARD MANAGEMENT CORPORATION	76/225,181	2,569,811
CMC & Design	76/044,447	2,733,728
JEANIE	74/131,421	1,712,167
JEANIE & Design	73/163,670	1,120,703
JEANIE (Stylized)	77/136,201	3,481,501
PREMIER ISSUE	76/228,440	2,626,436
SKIPJACK	75/394,767	2,646,000
SKIPJACK	75/911,057	2,417,652

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