

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
Southern Bancorp, Inc.		06/23/2009	CORPORATION: ARKANSAS
RECEIVING PARTY DATA			
Name:	JPMorgan Chase & Co.		
Street Address:	270 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2124686	FREEDOM CHECKING	
CORRESPONDENCE DATA			
Fax Number:	(212)355-3333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-8800		
Email:	NY-TM-Admin@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP Attn: Janis Nici		
Address Line 1:	620 Eighth Avenue		
Address Line 2:	The New York Times Building		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	100144-194915		
NAME OF SUBMITTER:	Janis Nici		
Signature:	/jsn/		
Date:	08/28/2009		

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Total Attachments: 1
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Exhibit A

TRADEMARK ASSIGNMENT

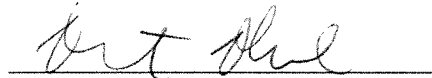
THIS ASSIGNMENT, dated as of the 23rd June of ~~May~~ 2009, between Southern Bancorp, Inc., an Arkansas corporation (the "Assignor") and JPMorgan Chase & Co., a Delaware corporation (the "Assignee"), recites and provides:

A. WHEREAS, Assignor is the owner of a certain trademark, namely FREEDOM CHECKING, U.S. Registration No. 2,124,686, registered on December 30, 1997, and

B. WHEREAS, Assignee desires to obtain for itself all right, title and interest that Assignor may have in and to the FREEDOM CHECKING Registration.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns to Assignee its entire right, title and interest in and to FREEDOM CHECKING, including the federal trademark registration FREEDOM CHECKING (U.S. Reg. No. 2,124,686) together with all of the goodwill of the business symbolized by this registration.

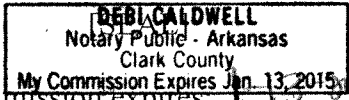
SOUTHERN BANCORP, INC.
(Assignor)



by BRENT BLACK, CFO
Southern Bancorp, Inc.

ACKNOWLEDGMENT

State of Arkansas)
) SS
County of Clark)

On this ___ day of April, 2009, personally appeared before me Brent Black who is the CFO of Southern Bancorp, Inc., who is duly authorized to execute the foregoing Assignment on behalf of Southern Bancorp, Inc. for the uses and purposes herein mentioned. Witness my hand and official seal:


My commission expires: 1/13/2015


Notary Public

