

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
Primerica Bank		08/28/2009	state bank: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Citigroup Inc.		
Street Address:	399 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78896752	PROMERICA BANK	
CORRESPONDENCE DATA			
Fax Number:	(310)282-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-282-2000 x2108		
Email:	krogers@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	10100 Santa Monica Boulevard		
Address Line 2:	c/o Loeb & Loeb LLP, Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	211777-10001		
NAME OF SUBMITTER:	David W. Grace		
Signature:	/David W. Grace/		
Date:	09/08/2009		

CH \$40.00 78896752

Total Attachments: 1
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TRADEMARK
REEL: 004059 FRAME: 0687

TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Promerica Bank, a California state bank, ("Assignor") hereby sells, assigns, and transfers to Citigroup Inc., a Delaware corporation, ("Assignee"), having a place of business at 399 Park Avenue, New York, NY 10043, absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trade name and service mark "Promerica Bank" (including all variations of the Promerica name and mark, e.g., alone, accompanied with another name, and with or without the accent) (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications to register the Mark including Application No. 78/896,752, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 28th day of August 2009.

Promerica Bank

By: John H. Quinn
Name: JOHN H. QUINN
Title: PRESIDENT + CEO

State of California }
County of Los Angeles }

On August 28th 2009, before me, Jonathan Molina, Notary Public personally appeared John H. Quinn, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature] (Seal)

