

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
Old Kent Bank, a wholly-owned subsidiary of Old Kent Financial Corporation		09/14/2009	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Fifth Third Bancorp		
Street Address:	38 Fountain Square Plaza		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45263		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1583022		
CORRESPONDENCE DATA			
Fax Number:	(513)241-6234		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(513) 241-2324		
Email:	ksmith@whepatent.com		
Correspondent Name:	Kathryn E. Smith		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	FTB-419-128		
NAME OF SUBMITTER:	Kathryn E. Smith		
Signature:	/Kathryn E. Smith/		

OP \$40.00 1583022

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TRADEMARK
 REEL: 004063 FRAME: 0169

Date:

09/17/2009

Total Attachments: 3

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ASSIGNMENT

THIS ASSIGNMENT is by and between Old Kent Bank, a wholly-owned subsidiary of Old Kent Financial Corporation, a Michigan Corporation with a business address of One Vandenberg Center, Grand Rapids, Michigan 49503 ("**Assignor**"), and Fifth Third Bancorp, an Ohio Corporation with a business address of 38 Fountain Square Plaza, Cincinnati, Ohio 45263 ("**Assignee**").

RECITAL

- A. Assignor owns U.S. Trademark Registration No. 1,583,022 for the River Bank Run Logo Design Mark (hereinafter referred to as the "**Mark**") which is registered in the United States Patent and Trademark Office, and the corresponding goodwill of the business associated with the Mark.
- B. Assignor is desirous of assigning, transferring and setting the Mark to Assignee, and Assignee is desirous of acquiring the Mark, and the registration therefor.

NOW THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, assign and set over to Assignee all right, title and interest in and to the Mark throughout the United States, together with the goodwill of the business connected with the use of and symbolized by the Mark and the registration, and all reissues, extensions, renewals, divisions and continuations thereof, the promotional materials related thereto, the business to which such Mark pertains, and the right to sue and collect for past infringement thereof.

This Assignment shall be binding upon the successors, assignees and other legal representatives of Assignor and shall inure to the benefit of the successors, assigns and other legal representatives of Assignee.

The Effective Date of this Assignment shall be September 14, 2009.

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment on the date last signed by the parties below.

ASSIGNOR: Fifth Third Financial Corporation, Successor by Merger to:

**OLD KENT BANK, A WHOLLY OWNED
SUBSIDIARY OF OLD KENT FINANCIAL
CORPORATION**


By: 
Paul L. Reynolds, Executive Vice President

STATE OF OHIO)
) ss:
COUNTY OF HAMILTON)

On this 14 day of SEPTEMBER, 2009, before me appeared Paul L. Reynolds, to me personally known, who, being duly sworn by me, is the Executive Vice President, of Fifth Third Financial Corporation, successor by merger to Old Kent Bank, a wholly owned subsidiary of Old Kent Financial Corporation, and that the foregoing instrument was signed by him in his capacity as Executive Vice President and for the purposes set forth therein.

(Notary Seal)

My Commission Expires:


Notary Public

DONNA M. HENDRICKS
Notary Public, State of Ohio
My Commission Expires Sept. 9, 2011

ASSIGNEE:
FIFTH THIRD BANCORP

By: *Paul L. Reynolds*
Paul L. Reynolds, Executive Vice President

STATE OF OHIO)
) ss:
COUNTY OF HAMILTON)

On this 14 day of SEPTEMBER, 2009, before me
appeared Paul L. Reynolds, to me personally known, who, being duly sworn by me, is the
Executive Vice President, of Fifth Third Bancorp, and that the foregoing instrument was
signed by him in his capacity as Executive Vice President and for the purposes set forth
therein.

(Notary Seal)

Donna M. Hendricks
Notary Public

My Commission Expires:

DONNA M. HENDRICKS
Notary Public, State of Ohio
My Commission Expires Sept. 9, 2011