

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
GBP Holdings, Inc.		12/21/2009	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	Moneygram International, Inc.		
Street Address:	1550 Utica Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55416		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3562059	THE POWER IS IN YOUR HANDS	
Registration Number:	3716068	THE POWER TO CHANGE THE WAY YOU SEND MONEY	
CORRESPONDENCE DATA			
Fax Number:	(612)766-1623		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-766-7196		
Email:	trademarkmpls@faegre.com		
Correspondent Name:	Faegre & Benson LLP		
Address Line 1:	90 South Seventh Street		
Address Line 2:	2200 Wells Fargo Center		
Address Line 4:	Minneapolis, MINNESOTA 55402-3901		
ATTORNEY DOCKET NUMBER:	56438-358223		
NAME OF SUBMITTER:	Dianna L. Gould - paralegal		
Signature:	/dlg/		

OP \$65.00 3562059

Date:

12/22/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, GBP Holdings, Inc., a Minnesota corporation with a registered address of 380 Jackson Street, Suite 418, St. Paul, Minnesota 55101 ("Assignor"), is the owner of the marks identified below and the corresponding United States trademark registrations (the "Marks");

THE POWER IS IN YOUR HANDS

U.S. Trademark Registration No. 3,562,059, issued January 13, 2009

THE POWER TO CHANGE THE WAY YOU SEND MONEY

U.S. Trademark Registration No. 3,716,068, issued November 24, 2009;

WHEREAS, Moneygram International, Inc., a Delaware corporation with a business address of 1550 Utica Avenue South, Minneapolis, Minnesota 55416 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, the entire right, title, and interest, in and to the Marks together with the goodwill of the business associated with or symbolized by the Marks, and the right to sue and recover for past infringements, dilution and other violations.

The undersigned agrees to take all actions, execute additional documents and to otherwise cooperate as requested by Assignee as is necessary or reasonable to assign, transfer, perfect, record, maintain, register or enforce the rights of Assignee in and to the Marks.

GBP HOLDINGS, INC.

Date: 12/21/2009

By: [Signature]

KRISTEN NOEL ANDERSON HOLOVNA
(Please print name and title) ASST SECY

Subscribed and sworn to before me, a Notary Public, this 21st day of December, 2009.

Rachel A Newberger
Notary Public
My Commission Expires Jan. 31, 2014

