

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
First National of Nebraska, Inc.		03/31/2010	CORPORATION: NEBRASKA
RECEIVING PARTY DATA			
Name:	First National Bank of Omaha		
Street Address:	1620 Dodge Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68197		
Entity Type:	national banking association: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77829788	FIRST INTERCHANGE QUALIFICATION ALERT	
Serial Number:	77740084	FIRST PAID HEALTHCARE SOLUTIONS	
Serial Number:	77740071	FIRST PAID HEALTHCARE SOLUTIONS	
Serial Number:	77920116	SMARTONE	
CORRESPONDENCE DATA			
Fax Number:	(404)572-5134		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404 572 2888		
Email:	vbantug@kslaw.com		
Correspondent Name:	W. Scott Petty, King & Spalding LLP		
Address Line 1:	1180 Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	58318.019014		
NAME OF SUBMITTER:	Vicky R. Bantug, Paralegal		

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**TRADEMARK
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Signature:	/Vicky R. Bantug/
Date:	04/26/2010
Total Attachments: 2 source=Asgt to FNBO#page1.tif source=Asgt to FNBO#page2.tif	

EXECUTION COPY

TRADEMARK ASSIGNMENT

In consideration for the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, First National of Nebraska, Inc., First National Bank Tower, Stop 3290, 1620 Dodge Street, Omaha, NE 68197 ("Assignor"), hereby sells, conveys, transfers and assigns to First National Bank of Omaha, First National Bank Tower, Stop 3290, 1620 Dodge Street, Omaha, NE 68197 ("Assignee"), (i) all right, title and interest in and to the trademarks identified on Exhibit A attached hereto, together with all goodwill symbolized by and connected with the use of such trademarks (the "Trademarks"), (ii) any and all legal actions and rights and remedies at law or in equity for past infringements, misappropriations, or other violations of the Trademarks, including the right to sue for, collect, and retain all damages, profits, proceeds, and all other remedies associated therewith; and (iii) any and all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademarks, for Assignee's own use and enjoyment and for the use and enjoyment of Assignee's successors, assigns, or other legal representatives as fully and entirely as the same would have been enjoyed by Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of this 31st day of March, 2010.

FIRST NATIONAL OF NEBRASKA, INC.

By: 

Name: Michael Summers

Title: Chief Financial Officer

TRADEMARK

REEL: 004192 FRAME: 0763

EXHIBIT A

First Interchange Qualification Alert – U.S. App. Serial No. 77,829,788 – filed 5/19/2009; class 36; financial services to merchants, namely, providing financial account management services; and information services, namely financial and account management information provided by electronic means.

First Paid Healthcare Solutions - U.S. App. Serial No. 77,740,084 – filed 5/19/2009; class 36; financial services, namely, credit card transaction processing services; debit card transaction processing services; electronic check processing services and financial consulting services related to enhancing revenue cycle services provided in the field of healthcare; claims administration services in the field of health insurance; administration of patient assistance eligibility programs for health care benefits and claims; providing patient eligibility assistance services, namely, determining eligibility for health benefits and funding; entitlement funding services, namely, providing guidance to patients necessitating funding for healthcare.

First Paid Healthcare Solutions - U.S. App. Serial No. 77,740,071 – filed 5/19/2009; class 36; financial services, namely, credit card transaction processing services; debit card transaction processing services; electronic check processing services and financial consulting services related to enhancing revenue cycle services provided in the field of healthcare; claims administration services in the field of health insurance; administration of patient assistance eligibility programs for health care benefits and claims; providing patient eligibility assistance services, namely, determining eligibility for health benefits and funding; entitlement funding services, namely, providing guidance to patients necessitating funding for healthcare.

Smartone – U.S. App. Serial No. 77,920,116 - filed 1/26/2010; class 36; debit card services and gift card services.