# OP \$115.00 7782978

## 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:	Federally Chartered 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	
Registration Number:	3782635	FIRST PAID HEALTHCARE SOLUTIONS	
Serial Number:	77920116	SMARTONE	

#### **CORRESPONDENCE DATA**

Fax Number: (402)602-1950

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 402-602-3109

Email: TrademarkOffice@fnni.com

Correspondent Name: Kim M. Argo
Address Line 1: 1620 Dodge Street
Address Line 2: STOP 3290

Address Line 4: Omaha, NEBRASKA 68197

NAME OF SUBMITTER:

Kim M. Argo

/Kim M. Argo/

TRADEMARK

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Date:	05/20/2010
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

TRADEMARK
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# ASSIGNMENT OF SERVICE MARKS (REGISTERED)

THIS ASSIGNMENT is made March 31, 2010, by First National of Nebraska, Inc., a Nebraska corporation ("Assignor"), located at 1620 Dodge Street, Stop 3290, Omaha, Nebraska 68197, to First National Bank of Omaha, a National Banking Association ("Assignee"), located at 1620 Dodge Street, Omaha, Nebraska.

## RECITALS:

- A. Assignor is the owner of the service marks and the Certificates of Registration therefore indicated on Exhibit A attached hereto and incorporated herein by this reference (collectively, the "Marks").
- B. Assignee wishes to acquire all of Assignor's rights, title and interest in and to the Marks and the Certificates of Registration therefore.

NOW THEREFORE, for valuable consideration, receipt of which is hereby acknowledged:

Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Marks, together with all of the good will of Assignor's business which may be symbolized by the Marks, all registrations and applications for registration of the Marks, and the right to recover for past infringement of the Marks.

First National of Nebraska, Inc.

By: Maure O Commen
Name: MAUREEN O COMMON
Title: VICE TRES PERT

STATE OF NEBRASKA

) 88

COUNTY OF DOUGLAS )

On this 26th day of May, 2010, before me appeared Macres O'Conner of First National of Nebraska, Inc., who acknowledged that he signed the foregoing instrument voluntarily on behalf of such corporation.

[Notary Seal]

GENERAL NOTARY-State of Nebrasika PHAEDRA H. FISHER My Commission Exp. Feb. 2, 2013 Notary Public Headen Just

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# EXHIBIT A

# MARKS

Mark	Serial Number	International Class	Description of Services
FIRST INTERCHANGE QUALIFICATION ALERT	77,829,788	36	FINANCIAL SERVICES TO MERCHANTS, NAMELY, PROVIDING FINANCIAL ACCOUNT MANAGEMENT SERVICES; AND INFORMATION SERVICES, NAMELY FINANCIAL AND ACCOUNT MANAGEMENT INFORMATION PROVIDED BY ELECTRONIC MEANS
			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
FIRST PAID HEALTHCARE SOLUTIONS	77,740,084	36	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

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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

77,740,071

36

**SMARTONE** 

RECORDED: 05/20/2010

77,920,116

36

DEBIT CARD SERVICES AND GIFT CARD SERVICES

TRADEMARK

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