

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
United Way Worldwide	FORMERLY United Way of America	12/14/2010	Non-Profit Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Truist, Inc.		
Street Address:	2201 Wisconsin Avenue		
Internal Address:	Suite 250		
City:	Washington		
State/Country:	DISTRICT OF COLUMBIA		
Postal Code:	20007		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3016100	UNITED EWAY	
Registration Number:	2914108	UNITED-EWAY	
CORRESPONDENCE DATA			
Fax Number:	(202)772-5858		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.772.5800		
Email:	trademarks@blankrome.com		
Correspondent Name:	Susan B. Flohr c/o Blank Rome LLP		
Address Line 1:	600 New Hampshire Ave., N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	093760.00100		
NAME OF SUBMITTER:	Susan B. Flohr		
Signature:	/sbf/		

CH \$65.00 3016100

900178794

TRADEMARK
REEL: 004433 FRAME: 0811

Date:

12/15/2010

Total Attachments: 3

source=Truist assignment#page1.tif

source=Truist assignment#page2.tif

source=Truist assignment#page3.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, United Way Worldwide, formerly known as United Way of America, a New York not-for-profit corporation, having an address at 701 N. Fairfax St., Alexandria, Virginia 22314-2045 (hereinafter "Assignor"), was the owner of the trademarks set for the on Schedule A annexed hereto for the services and the registrations identified and set forth therein (hereinafter "the Trademarks"); and

WHEREAS, Truist, Inc., formerly known as Createhope, Inc., a Delaware corporation with an address at 2201 Wisconsin Avenue Suite 250 Washington D.C. 20007 (hereinafter "Assignee"), acquired the Trademarks and the good will symbolized thereby on or about July 2, 2008, pursuant to an Asset Purchase Agreement by and Among Createhope, Inc., United Way of America, Inc. and United E-Way, a Virginia non-stock corporation and wholly owned subsidiary of Assignor; and

WHEREAS, the parties wish to ratify and confirm said transfer in a writing suitable for recordation with the Assignment Division of the United States Patent and Trademark Office.

NOW, THEREFORE, in consideration of the premises and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee all right, title and interest in and to the Trademarks, together with the good will of the business symbolized thereby effective *nunc pro tunc* the 2d day of July 2008.

IN WITNESS WHEREOF, the Parties have caused this instrument to be signed by their respective duly authorized representatives.

SCHEDULE A

**UNITED EWAY
UNITED-EWAY**

U.S. Registration No. 3016100 – UNITED EWAY for charitable fundraising services via the Internet dated November 15, 2005

U.S. Registration No. 2914108 – UNITED-EWAY for charitable fundraising services via the Internet dated December 28, 2004

ASSIGNOR:
UNITED WAY WORLDWIDE

By: *Patricia Turner*

Name: Patricia Turner

Title: Secretary General Counsel

12-14-10, 2010
(Date)

ASSIGNEE:
TRUIST, INC.

By: *Neeraj Sethi*

Name: NEERAJ SETHI

Title: CFO

12-15-10, 2010
(Date)