

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 Bank of Omaha		12/16/2010	National Banking Association:

RECEIVING PARTY DATA

Name:	First National of Nebraska, Inc.
Street Address:	1620 Dodge Street
Internal Address:	STOP 3290
City:	Omaha
State/Country:	NEBRASKA
Postal Code:	68197
Entity Type:	CORPORATION: NEBRASKA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2412873	PLATINUM UTAH EDITION
Registration Number:	2412872	PLATINUM NORTH CAROLINA EDITION
Registration Number:	2412875	PLATINUM IOWA EDITION
Registration Number:	2412874	PLATINUM WISCONSIN EDITION
Registration Number:	2404802	PREMIER EDITION

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: TrademarkOffic@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
Signature:	/Kim M. Argo/
Date:	12/16/2010
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

ASSIGNMENT OF SERVICE MARKS (REGISTERED)

THIS ASSIGNMENT is made December 16, 2010, by First National Bank of Omaha, a National Banking Association ("Assignor"), located at 1620 Dodge Street, Omaha, Nebraska 68197, to First National of Nebraska, Inc., a Nebraska corporation ("Assignee"), located at 1620 Dodge Street, Stop 3290, Omaha, Nebraska 68197.

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.

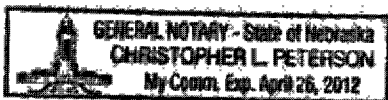
First National Bank of Omaha

By: Maureen O'Connor
Name: MAUREEN O'CONNOR
Title: ASSISTANT SECRETARY

STATE OF NEBRASKA)
) ss
COUNTY OF DOUGLAS)

On this December 16, 2010, before me appeared Maureen O'Connor of First National Bank of Omaha, who acknowledged that he signed the foregoing instrument voluntarily on behalf of such corporation.

[Notary Seal]



Notary Public

Christopher Peterson

EXHIBIT A

MARKS

Mark	Registration Number	International Class	Description of Services
PLATINUM UTAH EDITION	2,412,873	36	CREDIT CARD SERVICES
PLATINUM NORTH CAROLINA EDITION	2,412,872	36	CREDIT CARD SERVICES
PLATINUM IOWA EDITION	2,412,875	36	CREDIT CARD SERVICES
PLATINUM WISCONSIN EDITION	2,412,874	36	CREDIT CARD SERVICES
PREMIER EDITION	2,404,802	36	CREDIT CARD SERVICES

TRADEMARK

RECORDED: 12/16/2010

REEL: 004434 FRAME: 0831