

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------------------|------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Rapid! Financial Services, LLC | | 03/31/2011 | LIMITED LIABILITY COMPANY: FLORIDA |
| RECEIVING PARTY DATA | | | |
| Name: | Wright Express Corporation | | |
| Street Address: | 97 Darling Avenue | | |
| City: | South Portland | | |
| State/Country: | MAINE | | |
| Postal Code: | 04106 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3247918 | RAPID! | |
| Registration Number: | 3024159 | RAPIDOLLARS | |
| Registration Number: | 3165975 | RAPID! PAYCARD | |
| Registration Number: | 3117962 | MOVING MONEY AT THE SPEED OF LIFE | |
| Registration Number: | 3014018 | RAPID! DOLLARS | |
| Registration Number: | 3025840 | RAPID! \$ | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (207)791-1350 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 207-791-1100 | | |
| Email: | trademark@pierceatwood.com | | |
| Correspondent Name: | Matthew D. Stein | | |
| Address Line 1: | One Monument Square | | |
| Address Line 2: | Pierce Atwood LLP | | |
| Address Line 4: | One Monument Square, MAINE 04101 | | |

CH \$165.00 3247918

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|--|--------------------|
| ATTORNEY DOCKET NUMBER: | 8340-6498 MDS |
| NAME OF SUBMITTER: | Matthew D. Stein |
| Signature: | /Matthew D. Stein/ |
| Date: | 04/15/2011 |
| Total Attachments: 4 source=Trademark Assignment (W2320006)#page1.tif source=Trademark Assignment (W2320006)#page2.tif source=Trademark Assignment (W2320006)#page3.tif source=Trademark Assignment (W2320006)#page4.tif | |

TRADEMARK ASSIGNMENT

In consideration of the sum of \$1.00, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, **RAPID! FINANCIAL SERVICES, LLC**, a limited liability company organized under the laws of the State of Florida (hereinafter "**Assignor**") does hereby sell, assign, transfer, convey and deliver to **WRIGHT EXPRESS CORPORATION**, a corporation organized under the laws of the State of Delaware (hereinafter "**Assignee**"), its successors and assigns, Assignor's entire right, title and interests in and to the trademarks identified on **Schedule A** attached hereto (the "**Marks**"), together with that part of Assignor's business to which the Marks pertain, which business is ongoing and existing, the goodwill of the business symbolized by the Marks, and all registrations, applications and rights of priority therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, 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 held and enjoyed by the Assignor if this assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK/
SIGNATURES FOLLOW ON NEXT PAGE]**

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed as of this 31 day of March, 2011.

ASSIGNOR:

ASSIGNEE:

RAPID! FINANCIAL SERVICES, LLC

WRIGHT EXPRESS CORPORATION

By: [Signature]

By: _____

Name: Christian D. Ruppel

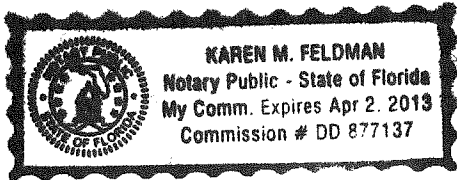
Name: Greg Strzegowski

Title: Chief Executive Officer; Manager

Title: Senior Vice President, Business Development

STATE OF Florida
:ss.
COUNTY OF Hillsborough

The foregoing instrument was acknowledged before me this 31st day of March, 2011, by Christian D. Ruppel as CEO of RAPID! FINANCIAL SERVICES, LLC, a Florida limited liability company, being duly authorized and empowered to execute this instrument on behalf of said entity, who is personally known to me or has produced El driver's License as identification.



Karen M. Feldman
NOTARY PUBLIC

Notary Type/Print Name:
My Commission Expires:
AFFIX NOTARY SEAL

STATE OF _____)
:ss.
COUNTY OF _____)

The foregoing instrument was acknowledged before me on this _____ day of _____, 2011, by _____, as _____ of WRIGHT EXPRESS CORPORATION, a Delaware corporation, being duly authorized and empowered to execute this instrument on behalf of said entity, who is personally known to me or has produced _____ as identification.

Notary Public/Justice of the Peace
Notary Type/Print Name:
My Commission Expires:
AFFIX NOTARY SEAL

IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed as of this 31 day of March, 2011.

ASSIGNOR:

ASSIGNEE:

RAPID! FINANCIAL SERVICES, LLC

WRIGHT EXPRESS CORPORATION

By: _____

By: [Signature]

Name: Christian D. Ruppel

Name: Greg Strzegowski

Title: Chief Executive Officer; Manager

Title: Senior Vice President, Business Development

STATE OF _____)

:ss.

COUNTY OF _____)

The foregoing instrument was acknowledged before me this _____ day of _____, 2011, by _____ as _____ of RAPID! FINANCIAL SERVICES, LLC, a Florida limited liability company, being duly authorized and empowered to execute this instrument on behalf of said entity, who is personally known to me or has produced _____ as identification.

NOTARY PUBLIC

Notary Type/Print Name:

My Commission Expires:

AFFIX NOTARY SEAL

STATE OF Maine)

:ss.

COUNTY OF Cumberland)

The foregoing instrument was acknowledged before me on this 31 day of March, 2011, by Greg Strzegowski, as SVP, Business Development of WRIGHT EXPRESS CORPORATION, a Delaware corporation, being duly authorized and empowered to execute this instrument on behalf of said entity, who is personally known to me or has produced _____ as identification.

[Signature]

Notary Public/Justice of the Peace

Notary Type/Print Name:

My Commission Expires:

AFFIX NOTARY SEAL

GEORGE R. AUD
Notary Public, Maine
My Commission Expires March 22, 2012

SCHEDULE A

| <u>Mark</u> | <u>U.S. Registration Number</u> | <u>U.S. Application Serial Number</u> |
|-----------------------------------|--|--|
| RAPID! | 3,247,918 | 76/556,741 |
| RAPIDOLLARS | 3,024,159 | 76/556,567 |
| RAPID! PAYCARD | 3,165,975 | 78/355,485 |
| MOVING MONEY AT THE SPEED OF LIFE | 3,117,962 | 78/355,592 |
| RAPID! DOLLARS | 3,014,018 | 78/355,605 |
| RAPID! \$ (AND DESIGN) | 3,025,840 | 76/611,365 |