

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	LICENSE

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
First National Bank of Omaha		09/15/2011	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: 7

Property Type	Number	Word Mark
Registration Number:	2470336	ILLINOIS EDITION
Registration Number:	2968745	ONE OF A CARD
Registration Number:	2470338	MASSACHUSETTS EDITION
Registration Number:	3030430	FIRSTGUARD
Registration Number:	2470337	TEXAS EDITION
Registration Number:	2727050	COURTESY FIRST
Registration Number:	2976734	SECURECREDIT

CORRESPONDENCE DATA

Fax Number: (402)602-1950
 Phone: 402-602-3109
 Email: sarahmoore@fnni.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Sarah Moore

OP \$190.00 2470336

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:	09/28/2011

Total Attachments: 2
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ASSIGNMENT OF SERVICE MARKS (REGISTERED)

THIS ASSIGNMENT is made September 15, 2011, by First National Bank of Omaha, a National Banking Association ("Assignor"), located at 1620 Dodge St., Omaha, Nebraska 68197, to First National of Nebraska, Inc., a Nebraska corporation ("Assignee"), located at 1620 Dodge Street, Stop 3290, 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: VICE PRESIDENT

STATE OF NEBRASKA)
) ss
COUNTY OF DOUGLAS)

On this September 15, 2011, 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 Public

Stacy E. Gottschalk

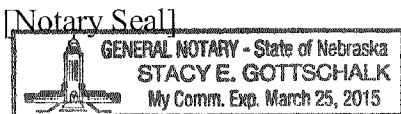


EXHIBIT A

MARKS

Mark	Registration Number	International Class	Description of Services
ILLINOIS EDITION	2,470,336	036	CREDIT CARD SERVICES
ONE OF A CARD	2,968,745	036	CREDIT CARD SERVICES
MASSACHUSETTS EDITION	2,470,338	036	CREDIT CARD SERVICES
FIRSTGUARD	3,030,430	036	CREDIT CARD SERVICES
TEXAS EDITION	2,470,337	036	CREDIT CARD SERVICES
COURTESY FIRST	2,727,050	036	BANKING SERVICES, NAMELY, CHECKING ACCOUNT OVERDRAFT PROTECTION SERVICES
SECURECREDIT	2,976,734	036	DEBT PAYMENT SERVICES, NAMELY, DEBT DEFERMENT AND DEBT CANCELLATION SERVICES