

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
South Carolina Federal Credit Union		01/18/2012	federally chartered credit union: SOUTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
Name:	Credit Union National Association, Inc.		
Street Address:	5710 Mineral Point Road		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53705		
Entity Type:	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	85462855	EVERY DAY IS BANK TRANSFER DAY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(919)834-4564		
Email:	trademarks@parkerpoe.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	William B. Cannon		
Address Line 1:	150 Fayetteville St., Ste. 1400		
Address Line 4:	Raleigh, NORTH CAROLINA 27601		
ATTORNEY DOCKET NUMBER:	51284		
NAME OF SUBMITTER:	William B. Cannon		
Signature:	/William B. Cannon/		
Date:	01/23/2012		
Total Attachments: 2 source=Assignment of Trademark and Accompanying Goodwill (BTD) 01-18-12#page1.tif source=Assignment of Trademark and Accompanying Goodwill (BTD) 01-18-12#page2.tif			

OP \$40.00 85462855

Assignment of Trademark and Accompanying Goodwill

This Assignment of Trademark and Accompanying Goodwill ("Assignment") is made as of January 18, 2012 (the "Effective Date"), by and between South Carolina Federal Credit Union, a federally chartered credit union with an address of 6265 Rivers Avenue, North Charleston, SC 29406 ("Assignor"), and Credit Union National Association, Inc., a corporation organized and existing under the laws of the State of Wisconsin with an address of 5710 Mineral Point Road, Madison, WI 53705 ("Assignee").

WHEREAS, Assignor is the owner of the service mark EVERY DAY IS BANK TRANSFER DAY and the application for registration thereof, as shown on Exhibit A attached to this Agreement, and the goodwill of the business associated therewith and symbolized thereby (hereinafter the "Mark"), and all rights appurtenant thereto, including, but not limited to, all common law rights, causes of action, all interests, claims, and rights for damages, profits, and other awards by reason of any past infringement, dilution, misappropriation, or other violation thereof, and the right to sue therefor; and

WHEREAS, Assignee is desirous of acquiring Assignor's rights in the Mark, and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, including Assignee's agreement to undertake the administration of a royalty-free licensing program exclusively for not-for-profit entities with respect to the Mark, the receipt and sufficiency of which Assignor acknowledges by its execution below, Assignor assigns to Assignee, as of the Effective Date, all of its right, title, and interest in and to the Mark, together with the goodwill of the business symbolized thereby and together with any and all interests, claims, and rights for damages and profits by reason of any past infringement or unauthorized use of the Mark, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Mark, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

Assignor makes no representations or warranties, express or implied, with respect to the Mark. Each party to this Assignment agrees to perform all reasonable and proper additional acts, including without limitation executing any additional documents that may be required in order to transfer all of Assignor's rights, title, and interest in and to the Mark and/or the rights appurtenant thereto to Assignee, its successors, or assigns. In addition, Assignor agrees to record promptly this Assignment with the Assignment Services Division of the United States Patent & Trademark Office.

The parties sign this Assignment as of the Effective Date.

South Carolina Federal Credit Union

By: Beth Jaskiewicz

Name: Beth Jaskiewicz

Title: SVP, Marketing

Credit Union National Association, Inc.

By: [Signature]

Name: LINDA L. LILLEDALH

Title: VP Assoc Gen Counsel

Exhibit A

Mark	Filing Date	USPTO Serial No.
EVERY DAY IS BANK TRANSFER DAY	11/2/11	85462855