

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339932

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|---|--|-----------------------|-------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| First National Bank of Omaha | | 04/30/2015 | 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: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2789629 | BUCKSBACK | |
| Registration Number: | 2780215 | COMMERCIAL EDITION | |
| Registration Number: | 2978987 | VISION CARD | |
| Registration Number: | 3399147 | MAXIMUM REWARDS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4026021850 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 402-602-6536 | | |
| Email: | sarahmoore@fnni.com | | |
| Correspondent Name: | Sarah Moore | | |
| 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 SIGNED: | 04/30/2015 | | |
| Total Attachments: 2 | | | |

OP \$115.00 2789629

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ASSIGNMENT OF SERVICE MARKS (REGISTERED)

THIS ASSIGNMENT is made April 30, 2015, 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: [Signature]
Name: Kim M. Argo
Title: Senior Director

STATE OF NEBRASKA)
) ss
COUNTY OF DOUGLAS)

On this April 30, 2015, before me appeared Kim M. Argo of First National Bank of Omaha, who acknowledged that he signed the foregoing instrument voluntarily on behalf of such corporation.

[Signature]
Notary Public

[Notary Seal]



EXHIBIT A

MARKS

| Mark | Registration Number | International Class | Description of Services |
|--------------------|----------------------------|----------------------------|--|
| BUCKSBACK | 2,789,629 | 35 | PROMOTING THE SALE OF CREDIT CARD ACCOUNTS THROUGH THE ADMINISTRATION OF INCENTIVE AWARD PROGRAMS |
| COMMERCIAL EDITION | 2,780,215 | 36 | CREDIT CARD SERVICES |
| VISION CARD | 2,978,987 | 36 | CREDIT CARD SERVICES |
| MAXIMUM REWARDS | 3,399,147 | 35 | PROMOTING THE SALE OF CREDIT CARDS ACCOUNTS THROUGH THE ADMINISTRATION OF INCENTIVE AWARD PROGRAMS |