

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM349471

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Western Alliance Bank		07/27/2015	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Western Alliance Bancorporation		
<b>Street Address:</b>	One E. Washington Street, Suite 1400		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85004		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 9</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3478753	THE SMARTER BANKING CHOICE FOR GROWING T	
<b>Registration Number:</b>	3559477	THE SMARTER CHOICE IN BUSINESS BANKING	
<b>Registration Number:</b>	3661992	BRIDGE CAPITAL HOLDINGS	
<b>Registration Number:</b>	3623026	BRIDGE BANK	
<b>Registration Number:</b>	4418461	BRIDGEBANK	
<b>Registration Number:</b>	4418667	BE BOLD, VENTURE WISELY	
<b>Registration Number:</b>	4574521		
<b>Registration Number:</b>	4630691		
<b>Registration Number:</b>	4630742		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6023826070		
<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>			
<b>Phone:</b>	6023826000		
<b>Email:</b>	pdemello@swlaw.com		
<b>Correspondent Name:</b>	Howard Sobelman c/o SNELL & WILMER L.L.P		
<b>Address Line 1:</b>	400 E. Van Buren		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85004-2202		
<b>ATTORNEY DOCKET NUMBER:</b>	53761.00001		

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<b>NAME OF SUBMITTER:</b>	Howard Sobelman
<b>SIGNATURE:</b>	/Howard Sobelman/
<b>DATE SIGNED:</b>	07/28/2015
<b>Total Attachments: 2</b> source=TMAsgn.WAB2WAL#page1.tif source=TMAsgn.WAB2WAL#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of the date set forth below by WESTERN ALLIANCE BANK, an Arizona corporation having a business address of One East Washington Street, Suite 1400, Phoenix, Arizona 85004 ("Assignor") to and for the benefit of its holding company WESTERN ALLIANCE BANCORPORATION, a Delaware corporation having the same business address shown above ("Assignee").

WHEREAS, Assignor is the owner of the United States trademark registrations listed in Exhibit "A" hereto (the "Marks"); and

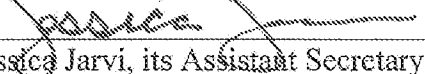
WHEREAS, Assignor desires to assign, transfer, and set over such assets to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and together with all common-law rights in and to the Marks, including the rights to sue for all past and future causes of action related to the Marks;

ASSIGNOR AGREEING, FURTHERMORE, without further remuneration, to provide all reasonable assistance and execute any papers requested by Assignee, its successors, assigns and legal representatives, to preserve and/or perfect Assignee's full protection and title in and to the Marks.





WESTERN ALLIANCE BANK

Dated: July 27, 2015

By  \_\_\_\_\_  
Jessica Jarvi, its Assistant Secretary

ASSIGNOR

Exhibit "A"

Registration No.	Registration Date	Mark	International Class
3,478,753	5 Aug. 2008	THE SMARTER BANKING CHOICE FOR GROWING TECHNOLOGY COMPANIES	36
3,559,477	13 Jan. 2009	THE SMARTER CHOICE IN BUSINESS BANKING	36
3,661,992	28 July 2009	BRIDGE CAPITAL HOLDINGS	36
3,623,026	19 May 2009	BRIDGE BANK	36
4,418,461	15 Oct. 2013	 BridgeBank	36
4,418,667	15 Oct. 2013	BE BOLD, VENTURE WISELY	36
4,574,521	29 July 2014		36
4,630,691	4 Nov. 2014		36
4,630,742	4 Nov. 2014		36

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