

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550115

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cadence Bancorp LLC		11/20/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Cadence Bancorporation		
Street Address:	2800 Post Oak Blvd.		
Internal Address:	Suite 3800		
City:	Houston		
State/Country:	TEXAS		
Postal Code:	77056		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 20			
Property Type	Number	Word Mark	
Registration Number:	3190118	CADENCE	
Registration Number:	4336381	CADENCE	
Registration Number:	3197547	CADENCE BANK	
Registration Number:	4336358	CADENCE BANK	
Registration Number:	4384039	ALLEGRO!	
Registration Number:	4914219	CADENCE LIVE	
Registration Number:	4918616	CADENCE LIVE	
Registration Number:	4927937	CADENCE LIVE	
Serial Number:	87133207	ALLEGRO! EXPRESS	
Registration Number:	4336359		
Registration Number:	4336360		
Serial Number:	88496558	CADENCE MORE ...	
Registration Number:	3202899	CADENCE	
Serial Number:	85506159	ALLEGRO	
Serial Number:	85506164	ALLEGRO EXPRESS	
Serial Number:	85550626		
Serial Number:	85550622		
Serial Number:	85580574	CADENCE	

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85580573	CADENCE BANK
Serial Number:	85820378	ALLEGRO! EXPRESS

CORRESPONDENCE DATA

Fax Number: 7132233717

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.

Phone: 7132261200

Email: rljackson@lockelord.com

Correspondent Name: Robert Jackson

Address Line 1: 600 Travis Street

Address Line 4: Houston, TEXAS 77002

ATTORNEY DOCKET NUMBER:	0025630.00002
NAME OF SUBMITTER:	Robert Jackson
SIGNATURE:	/Robert Jackson/
DATE SIGNED:	11/20/2019

Total Attachments: 4

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into effective as of the 20th day of November, 2019, by and between Cadence Bancorp LLC, a Delaware limited liability company ("Assignor"), and Cadence Bancorporation, a Delaware corporation ("Assignee").

Recitals:

Assignor owns or claims certain trademarks, service marks and other designations, including but not limited to those listed in Schedule A attached hereto and incorporated herein by reference (the "Marks").

Assignor desires to assign to Assignee, and Assignee desires to accept, the Marks, and any registrations and registration applications therefor set forth on Schedule A, all renewals and extensions that may be granted thereon, together with the goodwill evidenced by the Marks and all goodwill of the business connected therewith.

Assignments and Agreements:

For and in consideration of the sum of Ten Dollars (\$10.00) in hand paid, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor has sold, assigned, transferred, and by these presents does hereby sell, assign, and transfer, unto the Assignee, its successors and assigns, and Assignee hereby accepts, the entire right, title and interest of Assignor in and to the Marks, and any registrations and registration applications covering the Marks (including but not limited to those set forth in Schedule A hereto), and in and to any renewals and extensions that may be granted thereon, together with the goodwill by the Marks and all goodwill of the business connected therewith (all of the foregoing being herein collectively called the "Intellectual Property"). This Assignment shall include any right of Assignor to recover for past infringement thereof and other past injury thereto.

Assignor and Assignee further agree as follows:

1. Assignor hereby represents, warrants and covenants to Assignee that it has the full right to convey the interest herein assigned, that it has not executed and will not execute any agreement, instrument or assignment in conflict herewith, and that the rights assigned herein are not otherwise encumbered by any right or license granted by Assignor.
2. Assignor further covenants and agrees that Assignor will at any time upon request, make, execute and deliver without further compensation, any and all other documents, and do all other lawful acts and things, which Assignee, its successors and assigns, may reasonably request in order more effectively to secure to and vest in Assignee, its successors and assigns the Intellectual Property, provided, that any reasonable third party out of pocket expenses incurred by Assignee in providing such cooperation will be paid by Assignee.
3. Assignor further covenants and agrees that Assignor will at any time communicate to the Assignee, its successors or assigns, any facts or Information in the possession of Assignor relating to the Intellectual Property, and will testify as to the same in any litigation, mediation, arbitration,

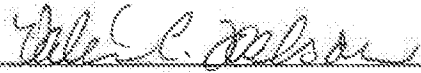
opposition or cancellation proceeding, or other proceeding relating to the Intellectual Property, all as may be reasonably requested by Assignee, provided, that any reasonable third party out of pocket expenses incurred by Assignor in providing such cooperation will be paid by Assignee.

[signature page follows]

Executed effective as of the date first above set forth.

ASSIGNOR:

Cadence Bancorp LLC, a Delaware limited liability company

By: 

Name: Valerie C. Toalson

Title: Executive Vice President and Chief Financial Officer

ASSIGNEE:

Cadence Bancorporation, a Delaware corporation

By: 

Name: Valerie C. Toalson

Title: Executive Vice President, Chief Financial Officer and Treasurer

Schedule A

Mark Name	Status	Appl. No	Appl. Date	Reg No	Reg Date
CADENCE	Registered	78/627,890	11-May-2005	3,190,118	26-Dec-2006
CADENCE	Registered	85/978,957	27-Mar-2012	4,336,381	14-May-2013
CADENCE BANK	Registered	78/613,120	20-Apr-2005	3,197,547	09-Jan-2007
CADENCE BANK	Registered	85/978,769	27-Mar-2012	4,336,358	14-May-2013
ALLEGRO!	Registered	85/820,369	10-Jan-2013	4,384,039	13-Aug-2013
CADENCE LIVE	Registered	86/119,746	15-Nov-2013	4,914,219	08-Mar-2016
CADENCE LIVE & COLOR DESIGN	Registered	86/119,841	15-Nov-2013	4,918,616	15-Mar-2016
CADENCE LIVE & B/W DESIGN	Registered	86/119,830	15-Nov-2013	4,927,937	29-Mar-2016
ALLEGRO! EXPRESS	Allowed	87/133,207	10-Aug-2016		
CADENCE THREE-LINE COLOR DESIGN	Registered	85/978,770	23-Feb-2012	4,336,359	14-May-2013
CADENCE THREE-LINE BLACK & WHITE DESIGN	Registered	85/978,771	23-Feb-2012	4,336,360	14-May-2013
CADENCE MORE . . .	Pending	88/496,558	01-Jul-2019		
CADENCE & DESIGN	Abandoned	78/657,075	23-Jun-2005	3,202,899	23-Jan-2007
ALLEGRO	Abandoned	85/506,159	30-Dec-2011		
ALLEGRO EXPRESS	Abandoned	85/506,164	30-Dec-2011		
CADENCE THREE-LINE COLOR DESIGN	Abandoned	85/550,626	23-Feb-2012		
CADENCE THREE-LINE BLACK & WHITE DESIGN	Abandoned	85/550,622	23-Feb-2012		
CADENCE	Abandoned	85/580,574	27-Mar-2012		
CADENCE BANK	Abandoned	85/580,573	27-Mar-2012		
ALLEGRO! EXPRESS	Abandoned	85/820,378	10-Jan-2013		