

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
First Citizens Investor Services, Inc.		03/26/2008	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	First Citizens BancShares, Inc.		
Street Address:	4300 Six Forks Road		
City:	Raleigh		
State/Country:	NORTH CAROLINA		
Postal Code:	27609		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2860964	CUSTOM FOCUS	
CORRESPONDENCE DATA			
Fax Number:	(252)672-5477		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(252) 672-5400		
Email:	trademarks@wardandsmith.com		
Correspondent Name:	Angela P. Doughty		
Address Line 1:	1001 College Court		
Address Line 2:	PO Box 867		
Address Line 4:	New Bern, NORTH CAROLINA 28563-0867		
ATTORNEY DOCKET NUMBER:	730098-02028		
NAME OF SUBMITTER:	Angela P. Doughty		
Signature:	/Angela P. Doughty/		

OP \$40.00 2860964

Date:

04/02/2008

Total Attachments: 2

source=2860964#page1.tif

source=2860964#page2.tif

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, First Citizens Investor Services, Inc. a North Carolina Corporation, having its principal office and place of business at Raleigh, North Carolina (hereinafter "Assignor"), is the owner of the following registered trademark (the "Trademark"):

<u>Trademark</u>	<u>Registration No.</u>
CUSTOM FOCUS	2,860,964

AND, WHEREAS, First Citizens BancShares, Inc., a Delaware corporation, having its principal office and place of business at Raleigh, North Carolina (hereinafter "Assignee"), is desirous of acquiring the right, title and interest therein.


NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, by these presents does sell, assign, and transfer unto Assignee, its successors, assigns, and legal representatives, all right, title and interest in and to said Trademark, together with the goodwill of the business symbolized by said Trademark, U.S. Registration, and application thereof, and together with the right to sue and recover for past misappropriations, infringements, dilution or any other violations of any proprietary or other right in and to the Trademark.

Assignor further covenants and agrees that, at the time of the execution and delivery of these presents, Assignor possesses full title to the Trademark, and that it has the unencumbered right and authority to make this Assignment.

Assignor further covenants and agrees, and likewise binds its heirs, legal representatives and assigns, to promptly communicate to said Assignee or its representatives any facts known to them relating to said Trademark, to testify in any interference or legal proceedings involving said Trademark, to execute any additional papers which may be requested to confirm the right of the Assignee, its representatives, successors and assigns to secure said Trademark or similar protection for said Trademark in all countries and to vest in the Assignee complete title to said Trademark, without further compensation, but at the expense of said Assignee, its successors, assigns and other legal representatives.

Executed this 26th day of March, 2008.

FIRST CITIZENS INVESTOR SERVICES, INC.

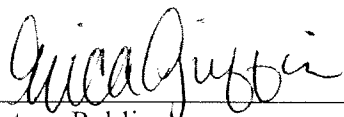
By: 

Ramsey Jones

WAKE COUNTY, NORTH CAROLINA

I certify that the following person personally appeared before me this day, acknowledging to me that she/he signed the foregoing document: Ramsey Jones.

Date 3/26/08



Notary Public

(Official Seal)



My commission expires:

11-3-2012

NBMAIN\747411\1