

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462271

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		02/15/2018	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:	68028		
Entity Type:	Corporation: NEBRASKA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2171318	FIRST FOCUS	
Registration Number:	3399984	PURITY	
CORRESPONDENCE DATA			
Fax Number:	402-602-18		
<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 68028		
NAME OF SUBMITTER:	Kim M. Argo		
SIGNATURE:	/Kim M. Argo/		
DATE SIGNED:	02/15/2018		
Total Attachments: 4			
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OP \$65.00 2171318

ASSIGNMENT OF SERVICE MARK (REGISTERED)

THIS ASSIGNMENT is made February 15, 2018, 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: Kim M. Argo
 Name: Kim M. Argo
 Title: Senior Director

STATE OF NEBRASKA)
) ss
 COUNTY OF DOUGLAS)

On this February 15, 2018, before me appeared Kim Argo of First National Bank of Omaha, who acknowledged that he signed the foregoing instrument voluntarily on behalf of such corporation.

Heidi Sharp
 Notary Public

[Notary Seal]

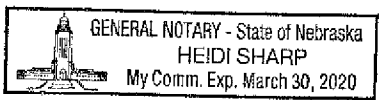


EXHIBIT A

MARKS

Mark	Registration Number	International Class	Description of Services
FIRST FOCUS	2,171,318	16	NEWSLETTERS PROVIDING MONEY MANAGEMENT INFORMATION
PURITY	3,399,984	36	CREDIT CARD SERVICES

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,171,318

United States Patent and Trademark Office

Registered July 7, 1998

**TRADEMARK
PRINCIPAL REGISTER**

FIRST FOCUS

**FIRST NATIONAL BANK OF OMAHA
(UNITED STATES NATIONAL ASSOCIA-
TION)
1620 DODGE STREET
OMAHA, NE 681021596**

**FIRST USE 12-29-1996; IN COMMERCE
12-29-1996.**

SER. NO. 75-311,673, FILED 6-19-1997.

**FOR: NEWSLETTERS PROVIDING MONEY
MANAGEMENT INFORMATION, IN CLASS 16
(U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).**

PAUL F. GAST, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 3,399,984

United States Patent and Trademark Office

Registered Mar. 18, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

PURITY

FIRST NATIONAL BANK OF OMAHA (UNITED STATES FEDERALLY CHARTERED BANKING ASSOCIATION)
1620 DODGE STREET
OMAHA, NE 68197

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: CREDIT CARD SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

SN 78-890,788, FILED 5-15-2006.

FIRST USE 7-28-2006; IN COMMERCE 7-28-2006.

NELSON SNYDER, EXAMINING ATTORNEY