



Trade and Service Marks - Registration

Secretary of State - Corporation Division - 255 Capitol St. NE, Suite 151 - Salem, OR 97310-1327 - http://www.FilingInOregon.com - Phone: (503) 986-2200

REGISTRY NUMBER:

51191

For office use only



51191

In accordance with Oregon Revised Statute 192.410-192.490, the information on this application We must release this information to all parties upon request.

Please Type or Print Legibly in Black ink. Attach additional Sheets if Necessary.

1) CORRESPONDENT NAME:

William Wang

MAILING ADDRESS:

8131 W Grandridge Blvd, Suite 201, Kennewick, WA, 99336

2) APPLICANT'S NAME: (Owner: Individual or Entity)

Community First Bancorporation, Inc.

ADDRESS:

8131 W Grandridge Blvd, Kennewick, WA, 99336

3) IF THE APPLICANT IS AN ENTITY, ENTER THE STATE OF FORMATION:

Washington

4) IF ENTITY IS A PARTNERSHIP, LIST NAMES OF GENERAL PARTNERS:

n/a

5) DESCRIPTION OF TRADE OR SERVICE MARK: (Include all words, designs and borders that comprise the mark) (Attach additional page if needed.)

Your Financial Partner for Life

6) SPECIMEN OF MARK IS REQUIRED: Attach a drawing or photocopy of the mark as it is actually used to this application.

7) GOODS OR SERVICES WITH WHICH THE MARK IS USED: (Examples of goods are pizzas, shirts; examples of services are serving food and selling clothing.)

See attached Exhibit 1

8) EXPLAIN MODE OR MANNER IN WHICH THE MARK IS USED: (Example: on goods, tags, labels, containers, etc.)

See attached Exhibit 2

9) CLASS NUMBER(S) OF GOODS OR SERVICES: (See form 290-a)

136 Insurance and Banking

10) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED ANYWHERE BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:

02/01/2018

11) DATE (MONTH, DAY, YEAR) MARK WAS FIRST USED IN OREGON BY APPLICANT OR APPLICANT'S PREDECESSOR IN INTEREST:

02/01/2018

12) EXECUTION:

I, the applicant, own the mark, the mark is in use, and no other person has registered the mark with the federal government or in Oregon or has the right to use the mark or a mark that so resembles the mark as to be likely to cause confusion or mistake or deceive when applied to the goods or services of the other person. I declare under penalties of perjury that this application is true, correct and complete.

(If applicant is an entity, a member of a firm, officer of the corporation, officer of the limited liability company, or officer of an association must sign.)

Signature:

[Handwritten Signature]

Title:

CEO

Date:

9/20/20

CONTACT NAME: (To resolve questions with this filing.)

William Wang

PHONE NUMBER: (Include area code.)

509-735-7507

FEES

Required Processing Fee \$50.00

Processing Fees are nonrefundable. Please make check payable to "Corporation Division."

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Exhibit 1

7. Goods or Services with Which the Mark is used:

Services of banking establishment, financial company and lenders. Services of investment trusts or holding company's, services of brokers dealing in shares and property, services connected with monetary affairs, services rendered in connection with the issue of travelers checks and letters of credit; Financial underwriting and securities issuance (investment banking) financial transfer and transactions and payment services, including electronic funds transfers; Cash, check and money order services, card services, credit card services, debit card services, issuance of credit cards; savings accounts, checking accounts, IOLTA accounts, money market accounts and health savings accounts, ACH services, on-line or wire withdrawal or transfers, payments by check, debit card, or similar order payable to third parties per monthly statement cycle; Financial access and information including bill pay, electronic transfers, cashiers checks, travelers checks and other services available in-person or electronically; Financial information, data, advice and consultancy services, financial analysis, check verification, debt advisory services, financial information, financial consultancy. Private banking services; Safe deposit services, deposits of valuables, financial and monetary services and banking, brokerage, business liquidation services, financial management; financing services, home banking, savings bank services, certificates of deposits, trustee/fiduciary services; Loan and credit, underwriting, and lease-finance services, investment services, capital investments/fund investments, mutual funds, mortgage services, line of credit services, home lending, vehicle lending, line of credit services, certificates of deposit and other financial services; Business banking and commercial lending including but not limited to commercial real estate loans, commercial construction loans, small business and start-up lending, equipment lending and commercial line of credits including loans and lending and all activities related thereto, including interactive calculators with respect to borrowing; Trustee and Fiduciary Services, including trustee, co-trustee and successor trustee, executor, personal representative, co-executor, successor executor and/or attorney-in-fact services involving real estate services, assessing inventory, rental of offices or real estate management, leasing of real estate, estate management, arranging estate management or custody services, trust research and strategy; Investment management and banking information provided electronically and through presentations, conferences and in-person meetings; Family Office Services including bill pay, payment of bills, receipt and payments of utilities and household bills and invoices, providing financial advice and strategic financial planning for corporate and home offices including succession planning and wealth planning, holistic portfolio management and income statement reporting; Financial analysis and planning tools in the nature of online, interactive financial calculators and questionnaires to assist in investment and financial planning decisions; Securities broker-dealer services; Securities distribution and brokerage; Financial investment services, investment management services, financial planning and investment advisory services; financial advisory services, strategic financial advisory services, namely, administering the distribution of securities; Mutual fund distribution; Financial administration of stock exchange trading of shares, stocks bonds, mutual funds and exchange traded funds and other financial securities in financial markets.

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Exhibit 2

8. Explain Mode or Manner in which the Mark is Used

The mark may be displayed on all company, or any of its affiliates, websites, client portals, emails, mobile apps, stationary, letters, cards, envelopes, holiday letters, folders, reports, agreements and business cards, marketing including video, digital, radio & print advertisements, newspaper & billboard advertising social media, magazines, brochures, flyers, one-sheets, signs, decals, and marketing and promotional materials including but not limited to calendars, water bottles, wine glasses, pens, pencils, notepads and mugs.

HFG

CONNECT



HFG TRUST QUARTERLY NEWSLETTER



Your Financial Partner for Life

A MESSAGE FROM *William Wang*, PRESIDENT > HFG Trust

> REFLECTION ON 2018

A wise man once said, "Coming together is a beginning, staying together is progress, and working together is success" – Henry Ford
 This quote summarizes our year as the team continues to work diligently together to improve systems and processes to ensure our clients receive the exceptional service they deserve. Our team and our clients have all endured major changes this year, from the merger with Community 1st Bank and moving to a new location, to all the renovations currently taking place. I want to thank everyone for being so patient through the entire process. What drives us every day is our desire to provide the best for our clients, which means the best service, the most welcoming lobby, and functional meeting spaces. Unfortunately, the price of that endeavor has been temporary chaos. We are getting very close to where we want to be and look forward to being able to resume business as usual.

As our slogan, "Your Financial Partner For Life" manifests itself through the services we provide and the manner in which we provide them, our team is finally starting to work together cohesively. We have a better understanding of how bank services and trust services fit into your financial plan and we are eager to learn more about what you need from your dedicated financial institution to enrich your life. Remember, the phrase "holistic service" has taken a new meaning for us too; and our goal is to improve our execution of this vision for you in order to make the experience seamless and convenient. I hope you will see this improved functionality the next time you interact with our team.

> EXECUTIVE TEAM

Ty, Drew, and I have worked closely with Eric (CEO) to expand our services because we understand just how fragmented the financial industry can be. This separation often leads to disorganization and unnecessary stress, which is the problem we are eager to solve. We believe, when it comes to finances, the client experience should be transparent, friendly, and delivered with proficiency. Regulatory requirements and operational efficiency continue to pose challenges; but we are committed to our vision and look forward to hearing your feedback on how it is all coming together.

> ADVISOR RECOGNITION

We don't often publicly thank the people who are closest in our lives because we assume they know how we feel. Our financial advisors, who have dedicated years building our business and taking care of clients, continue to improve their technical and interpersonal skills. The technical skills ensure they provide the best advice; and, equally important, the interpersonal aptitude ensures they ask the right questions. They are the face of our company and have the daunting task of making sure every client meets their goals. There is always immense pressure and self-reflection because they know just how important their role is to their clients' success. That's the way it should be.

> STAFF ACKNOWLEDGEMENT

Our Service and Planning departments are truly one of a kind. We have some of the most selfless and dedicated leaders this industry has to offer. We have been strategic in building these teams in the hope of finding a group of individuals who want to work together and have a passion for helping others. Our business could not operate without our Service Team taking client account requests and being experts in how our custodians (Pershing, TD, and TIAA) operate. Our planning department continues to be our advisors' right arm. They prepare financial plans, review packets, and detailed analysis so the advisors can focus on their clients. They work hand in hand to ensure you are under the best care and that there are multiple eyes reviewing your plan.

On behalf of my team, I want to thank you for your trust in us and for enduring a difficult investment year. We all expect bad results to occur once or twice during a market cycle, but it doesn't make the experience any easier knowing just how much is on the line. We can't control how markets behave year to year any more than you can, but we will do everything in our power to control the things we can to enhance the probability of your success.

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PRIVATE BANKING



*Concierge service
with a personal approach*

In today's fast-paced world, finding something holistic has become increasingly difficult. Our goal at HFG Trust is to offer financial services for every stage of life. As part of Community First Bank, we are able to offer specialty banking services, available exclusively to our clients. Our Private Banking Officer will provide concierge service for all your personal, business banking or lending needs.

MORTGAGE

- Purchase or refinance of primary or secondary residence
- Competitive rates & fees
- \$250 credit towards fees
- Bridge loan solutions

UNSECURED LINE OF CREDIT

- Revolving line of credit of up to 10% of assets under management at HFG Trust
- Preferential Interest Rate
- No fees
- Terms up to two years
- Interest-only monthly payments

INVESTMENT SECURED LINE OF CREDIT

- Revolving line of credit of up to 50% of assets under HFG Trust management (only Non-Qualified assets apply)
- Preferential interest rate
- No fees
- Terms up to three years
- Interest-only monthly payments



BENEFITS AND FEATURES

- No minimum opening balance
- Interest at a preferential rate
- No monthly service charges
- Free logo checks
- No ATM fees at all Community First Bank's ATMs and any of the 55,000 Allpoint ATM locations worldwide
- Free overdraft sweep from any linked checking or savings account
- Free cashiers checks
- Free wire services
- Free bill pay

Holistic banking
experience delivered
with convenience in mind.

Exclusive Benefits for HFG Private Banking Clients. Bank products and services are offered through Community First Bank. Community First Bank is FDIC Insured and an Equal Housing Lender

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YOUR FINANCIAL PARTNER FOR LIFE

■ 509.735.7507 ■ hfgtrust.com

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WELCOME

We're here for our clients as they build the lives they envision



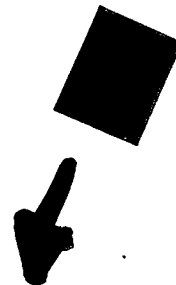
At HFG Trust, our mission is to **partner with you for life** by providing support, expertise, and convenience at **every stage of your financial journey**. For over 35 years, we have dedicated our practice to exceptional service and a commitment to **put our clients first** in everything we do. We understand that you have choices when it comes to managing your financial needs and are grateful for the opportunity to serve you with products and services that are secure and convenient.

From depositing your first paycheck, opening a college fund for your children, to establishing a trust to preserve your legacy, **we're here for our clients** as they build the lives they envision. Through our partnership with Community First Bank, we're able to provide holistic financial services for every stage of life, giving you the freedom to focus on what really matters. Our goal is to become your **Financial Partner for Life**, and this is our lifelong commitment to you.

Thank you for placing your trust in us.
We're proud to be Your Financial Partner for Life.

- Ty Haberling, CEO

- William Wang, President



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