



To the Honorable Commissioner

100961656

are attached original documents or copy thereof.

1. Name of conveying party(ies):
 Consumer One Financial
 370 East Maple Road, Third Floor
 Birmingham, Michigan 48009

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State New Jersey
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No
MCD 2-1-99

2. Name and address of receiving party(ies)

Name: The Money Store Inc.
 Internal Address: _____
 Street Address: 2840 Morris Avenue
 City: Union State: New Jersey Zip: 07083
 Country: United States of America

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New Jersey
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,173,952

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Bruce H. Sales, Esq.
 Internal Address: LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP
 Street Address: 600 South Avenue West
 City: Westfield State: NJ ZIP: 07090

6. Total Number of applications and registrations involved: 1

7. Total Fee (37 CFR 3.41)..... \$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
12-1095

(Attach duplicate copy of this page if paying by deposit account)

02/24/1999 15940077 00000000 121095 2173952
01 FC1481 40.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

BRUCE H. SALES Bruce H. Sales 9/17/98
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

REC

09-25-1998



100838096

HEET

To the Honorable Commissioner

attached original documents or copy thereof.

1. Name of conveying party(ies):
 Consumer One Financial
 370 East Maple Road, Third Floor
 Birmingham, Michigan 48009
 9-21-98

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State New Jersey
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
 9-21-98 3:12
 Name: The Money Store Inc.
 Internal Address: _____
 Street Address: 2840 Morris Avenue
 City: Union State: New Jersey Zip: 07083
 Country: United States of America

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New Jersey
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
(2,173,952) 2,173,952

Additional numbers attached? Yes No

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Name: Bruce H. Sales, Esq.
 Internal Address: LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP
 Street Address: 600 South Avenue West
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
BRUCE H. SALES Bruce H. Sales 9/17/98
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 2

ASSIGNMENT OF SERVICE MARK RIGHTS

This Agreement is made by and between Consumer One Financial, a Michigan corporation, having a place of business at 370 East Maple Road, Birmingham, Michigan 48009 ("Consumer One") and The Money Store Inc., a New Jersey corporation, having a place of business at 2840 Morris Avenue, Union, New Jersey ("The Money Store").

WHEREAS, Consumer One desires to assign the mark GET BACK ON TRACK including US Application Serial No. 75/250,460 covering the GET BACK ON TRACK mark and all the goodwill associated therewith; and

WHEREAS, The Money Store wishes to buy the GET BACK ON TRACK mark and the goodwill associated therewith as well as US Application No. 75/250,460 covering the GET BACK ON TRACK mark.

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged the parties agree as follows:

1. Consumer One hereby assigns, transfers, and conveys all right, title and interest in and to the GET BACK ON TRACK mark, all the goodwill associated therewith and US Application No. 75/250,460 to The Money Store.

2. The assignment of the GET BACK ON TRACK mark conveyed herein is made for exchange for consideration from both parties to which the parties have expressly agreed.

The Money Store Inc.

By: 

Name: Larry J. Wodarski

Title: Chief Administrative Officer

Date: July 28, 1998

Consumer One Financial

By: 

Name: Keith H. Lewis

Title: President

Date: August 18, 1998

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