

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Cashland, Inc.		07/31/2003	CORPORATION: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cashland Financial Services, Inc.		
<b>Street Address:</b>	1600 W. 7th Street		
<b>City:</b>	Fort Worth		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	76102		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2683331	CASHLAND	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)880-0011		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214.979.3027		
<b>Email:</b>	daip@hunton.com		
<b>Correspondent Name:</b>	Robert J. Ward		
<b>Address Line 1:</b>	1601 Bryan Street		
<b>Address Line 2:</b>	Energy Plaza, 30th Floor		
<b>Address Line 4:</b>	Dallas, TEXAS 75201		
<b>NAME OF SUBMITTER:</b>	Robert J. Ward		
<b>Signature:</b>	/Robert J. Ward/		
<b>Date:</b>	03/21/2005		

CH \$40.00 2683331

Total Attachments: 1

**900021628**

**TRADEMARK  
 REEL: 003049 FRAME: 0881**



**ASSIGNMENT**

**WHEREAS**, Cashland, Inc., an Ohio corporation with its principal place of business at 36 West Third Street, Dayton, Ohio 45402 ("Assignor"), has adopted, owns and is using the service mark CASHLAND ("the Mark") in connection with the following services: Financial services, namely, temporary loans; loan financing; consumer lending services; commercial lending services; check cashing; check processing services; money order services; and electronic funds transfer; and,

**WHEREAS**, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 2,683,331, registered on February 4, 2003 ("the Registration"); and,

**WHEREAS**, Cashland Financial Services, Inc., a Delaware corporation with a principal place of business at 1600 W. 7th Street, Fort Worth, TX 76102 ("Assignee"), desires to acquire the Mark and the Registration.

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

1. Assignor hereby unconditionally sells, assigns, transfers and grants to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the Registration.

2. Assignor further unconditionally sells, assigns, transfers and grants to Assignee all products and proceeds of the foregoing, including, without limitation, any claim or causes of action of Assignor against any third parties for past, present or future infringement of any of the foregoing, with the right to sue and recover the same in the Assignee's own name and for its own use and benefit.

3. Assignor does hereby acknowledge, affirm and represent that the Mark is valid and enforceable and has not been adjudged invalid or unenforceable, in whole or in part. Assignor is the sole and exclusive owner of the entire and unencumbered right, title and interest in and to the Mark, free and clear of any liens, charges and encumbrances, including, without limitation, licenses and covenants by Assignor not to sue third persons.

Executed to be effective as of the 31<sup>st</sup> day of July, 2003.

CASHLAND, INC., an Ohio corporation

By: \_\_\_\_\_

  
Lee Schear, President