

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
PayDay One Holdings, Inc.	FORMERLY PayDay One Holdings, LLC	09/26/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PayDay Service, LLC		
Street Address:	3880 Hulen Street		
Internal Address:	Suite 500		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76107		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3126509	THE SMART CASH ADVANCE	
Registration Number:	3126508	THE SMARTER CASH ADVANCE	
CORRESPONDENCE DATA			
Fax Number:	(415)989-1663		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	415 391-4800		
Email:	nag@cpdb.com		
Correspondent Name:	Nate A. Garhart		
Address Line 1:	One Ferry Building		
Address Line 2:	Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	11936-001		
NAME OF SUBMITTER:	Nate A. Garhart		

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TRADEMARK
REEL: 003398 FRAME: 0631

Signature:	/nate a. garhart/
Date:	09/27/2006
Total Attachments: 2 source=Paydayoneholdings#page1.tif source=Paydayoneholdings#page2.tif	

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

WHEREAS, PayDay One Holdings, Inc., a Delaware corporation with an address at 3880 Hulen Street, Suite 500, Fort Worth, TX 76107 ("Assignor"), is the owner of the marks on Schedule A hereto and the goodwill of the business symbolized thereby (collectively, the "Marks"); and

WHEREAS, Assignor desires to assign and transfer all of its right, title, and interest in and to the Marks to, PayDay Service, LLC, a Delaware limited liability company with an address at 3880 Hulen Street, Suite 500, Fort Worth, TX 76107 ("Assignee"); and

WHEREAS, the parties are effecting said assignment and transfer of all right, title and interest in and to the Marks and the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has assigned and hereby assigns, transfers and sets over to Assignee, the entire right, title, and interest in and to the Marks, and the goodwill of the business connected with the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor further assigns to Assignee all right to sue for and receive all damages accruing from past, present and future infringements of the Marks.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

PAYDAY ONE HOLDINGS, INC.

Date: 9/26/06

By: 

Name: Ken Rees

Title: President

**SCHEDULE A
MARKS**

THE SMART CASH ADVANCE (Reg. No. 3,126,509)
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