

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
Allied Cash Advance		01/26/2007	PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Allied Cash Holdings LLC		
Street Address:	200 SE First Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33131		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2894805	LIFE IS EVERYDAY, PAYDAY ISN'T	
CORRESPONDENCE DATA			
Fax Number:	(310)914-5843		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3103124000		
Email:	ctappa@manatt.com		
Correspondent Name:	Jill M. Pietrini		
Address Line 1:	11355 W. Olympic Blvd.		
Address Line 4:	Los Angeles, CALIFORNIA 90064		
ATTORNEY DOCKET NUMBER:	28844-001		
NAME OF SUBMITTER:	Jill M. Pietrini		
Signature:	//jmp//		
Date:	02/02/2007		

CH \$40.00 2894805

Total Attachments: 3

source=LIFE IS EVERYDAY, PAYDAY ISN'T Assignment#page1.tif

source=LIFE IS EVERYDAY, PAYDAY ISN'T Assignment#page2.tif

source=LIFE IS EVERYDAY, PAYDAY ISN'T Assignment#page3.tif

**ASSIGNMENT OF TRADEMARK AND THE
UNITED STATES REGISTRATION THEREOF**

This assignment is made by and between Allied Cash Advance, a California partnership, comprised of John Lie-Nielsen and Scott Crocket, both individual United States citizens, having its principal place of business at 200 SE First Street, Miami, Florida 33131 ("Assignor") and Allied Cash Holdings LLC, a Delaware limited liability company, having its principal place of business at 200 SE First Street, Miami, Florida 33131 ("Assignee").

WHEREAS, Assignor adopted and uses, and thereby, owns all rights, title and interest in and to the trademark and the United States Registration thereof identified below, and all other names, trademarks, service mark, characters, designs, logos, or the like used in the business of Assignor (the "Mark" or the "Registration"), along with the goodwill of the business appurtenant to said Mark:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
LIFE IS EVERYDAY, PAYDAY ISN'T	2,894,805	October 19, 2004


WHEREAS, Assignor has agreed to assign all right, title, and interest in the Mark and the Registration to Assignee, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

WHEREAS, Assignor agrees and acknowledges that after this assignment is executed, Assignee is the owner of all right, title, and interest in and to the Mark or the phonetic equivalent thereof, and that the Mark and Registration are valid.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark, and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at Miami, Florida, this 26th day of January, 2007.

ALLIED CASH ADVANCE



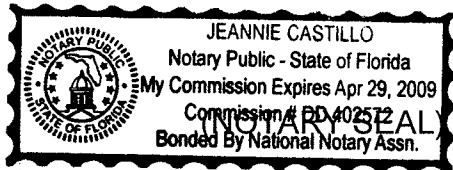
John Lie-Nielsen, Partner



Scott Crockett, Partner

STATE OF FLORIDA }
 }
COUNTY OF MIAMI-DADE }

The foregoing instrument was acknowledged before me this 26 day of January, 2007, by Scott Crockett.



Jeannie Castillo
(Signature of Notary Public-State of Florida)

(Name of Notary Typed, Printed, or Stamped)

Personally Known OR Produced Identification

Type of Identification Produced:

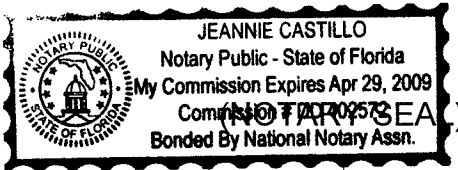
41061990.1

STATE OF FLORIDA

COUNTY OF MIAMI-DADE

}
}
}

The foregoing instrument was acknowledged before me this 26 day of January, 2007 by John Lie Nielsen.



Jeannie Castillo
(Signature of Notary Public-State of Florida)

(Name of Notary Typed, Printed, or Stamped)

Personally Known OR Produced Identification

Type of Identification Produced:
