Form PTO-1594 (Rev. 07/05) OMB Collection 0651-0027 (exp. 6/30/2008)	U.S. DEPARTMENT OF COMMERCE United States Patent and Trademark Office			
RECORDATION FO	· ···· = - · - · · · · · · · · · · · · ·			
TRADEMARKS ONLY				
To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.				
1. Name of conveying party(ies):	2. Name and address of receiving party(ies)			
Pioneer Licensing Services, Inc.	Additional names, addresses, or citizenship attached?			
	Name: Pioneer Financial Services, Inc.			
Individual(s) Association	Internal			
General Pertnership Limited Partnership	Address:			
✓ Corporation- State: Nevada	Street Address: 4700 Belleview, Suite 300			
Other	City: Kansas City			
Citizenship (see guidelines)	State: Missouri			
Additional names of conveying partles attached? Yes V No	Country: USA Zip: 64112			
<u> </u>	Association Citizenship			
3. Nature of conveyance)/Execution Date(s) :	General Partnership Citizenship			
Execution Date(s) May 24, 2007	Limited Partnership Citizenship			
✓ Assignment	Corporation Citizenship Missouri Other Citizenship			
Security Agreement Change of Name	If assignee is not domiciled in the United States, a domestic			
Other	representative designation is attached:			
4. Application number(s) or registration number(s) and A. Trademark Application No.(s)	B. Trademark Registration No.(s) See Schedule A attached.			
C. Identification or Description of Trademark(s) (and Filing See Schedule A attached.	Date if Application or Registration Number is unknown):			
5. Name & address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and			
Name: Lawrence A. Swain, Eso.	registrations involved:			
Internal Address:	7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 390.00			
Street Address; 9225 Indian Creek Parkway	Authorized to be charged by credit card Authorized to be charged to deposit account			
<u> </u>	L Enclosed			
City: Overland Park	8. Payment Information:			
State:Kansas Zip:66210	a. Credit Card Last 4 Numbers			
Phone Number: 913-451-3355	Expiration Date			
Fax Number: 913-451-3361	b. Deposit Account Number 12-1660			
Email Address: Iswain@stklaw.com	Authorized User Name Shughart Thomson & Kilroy PC			
9. Signature:	5.57.67			
Signature	Date			
Lawrence A. Swain	Total number of pages including cover sheet, attachments, and document:			
Name of Person Signing				

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003551 FRAME: 0794

Pioneer Financial Services, Inc. SCHEDULE A

Trademark Report by N Status: REGISTERE						Printed: 5/3/2007	Page 1
COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS .	CLASSES
BATH READY-TO	-USE						
UNITED STATES	76/568,545	12/22/2003	76/568,545	2/1/2005	2,922,326	REGISTERED	16
C.A.S.H. CUSTOM	ERS ARE SPECIAL	L HERE					
UNITED STATES	75/982,663	10/10/2000	75/982,663	11/5/2002	2,646,483	REGISTERED	36
MILITARY LOAN	GUARANTEE						
UNITED STATES	78/914,905`	6/22/2006	78/914,905	3/13/2007	3,219,192	REGISTERED	36
	GUARANTEE OFF		CE 1986 and Desig	gn			
UNITED STATES	78/914,921	6/22/2006	78/914,921	5/1/200 7	3,237,015	REGISTERED	36
MILITARY SCOR	ING MODEL (MSM	Γ)					
UNITED STATES	78/972,823	9/12/2006	78/972,823	5/1/2007	3,237,497	REGISTERED	36
P PIONEER MILIT	TARY LENDING an	d Design					
UNITED STATES	75/736,784		74/736,784	8/20/1996	1,995,683	REGISTERED	36
P PIONEER MILIT	TARY LOANS and I)esion					
UNITED STATES	74/736,785	-congn	74/736,785	8/20/1996	1,995,684	REGISTERED	36
P PIONEER SERV	ICES and Design						
UNITED STATES	76/143,542	10/10/2000	76/143,542	10/12/2004	2,892,216	REGISTERED	35.36
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PIONEER FINANC							
UNITED STATES	78/139,839	6/28/2002	78/139,839	2/8/2005	2,925,730	REGISTERED	36
PIONEER FINANC	IAL SERVICES						
UNITED STATES	76/466,655	11/13/2002	76/466,655	7/19/2005	2,971,628	REGISTERED	36
PIONEER SERVIC	ES						
UNITED STATES	78/773,667	12/14/2005	78/773,667	2/6/2007	3,205,455	REGISTERED	36
THE RESPONSIBL	E ALTERNATIVE						
UNITED STATES	78/648,798	6/11/2005	78/648,798	11/28/2006	3,178,480	REGISTERED	36
THE RESPONSIBI	E LENDING ALTE	RNATIVE	•				
UNITED STATES	78/648,799	6/11/2005	78/648,799	11/28/2006	3,178,481	REGISTERED	36
WE HELD THE MI	LITARY WHEN O	гигре гал	Jir				
UNITED STATES	78/973,351	9/13/2006	78/973,351	4/24/2007	3,233,512	REGISTERED	36
		***************************************	10.010,001	4.2-7.2001	0,200,012	NEOISTENED	30
YOU DESERVE A	LITTLE CREDIT						
UNITED STATES	76/421,602	6/17/2002	76/421,602	11/11/2003	2,781,380	REGISTERED	36
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			END OF DEDOOT			TOTAL ITEMS SELECTS	ED 45

END OF REPORT

TOTAL ITEMS SELECTED

15

2061468.3

TRADEMARK REEL: 003551 FRAME: 0795

ASSIGNMENT OF TRADEMARKS

WHEREAS, Pioneer Licensing Services, Inc., a Nevada Corporation, 4000 S. Eastern Avenue, Suite 300, Las Vegas, Nevada 89119-0826 (the "Assignor"), has adopted, used, is using and owns the following trademarks (the "Marks"), which are now registered and/or pending in the United States Patent and Trademark Office:

TRADEMARK

REGISTRATION NO.

<u>DATE OF</u> <u>REGISTRATION</u>

See Schedule A Attached.

WHEREAS, Pioneer Financial Services, Inc., a Missouri corporation, 4700 Belleview, Suite 300, Kansas City, Missouri 64112 (the "Assignee"), is desirous of acquiring the Marks and the registration and/or applications thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its right, title and interest in the United States in and to the Marks together with the goodwill of the business symbolized by the Marks, and the registrations and/or applications thereof.

ASSIGNOR:	ASSIGNEE:
PIONEER LICENSING SERVICES, INC.	PIONEER FINANCIAL SERVICES, INC.
By	By Meon
Name Randy J. Opliger	Name Thomas H. Holcom
Title Director	Title President
Date 5-24-07	Date 5-24-07

Ploneer Financial Services, Inc. **SCHEDULE A**

Trademark Report by M Status: REGISTERS						Printed: 5/3/2007	Page 1
COUNTRY	REFERENCE#	FILED	APPL#	_ REGDT	REG#	STATUS	CLASSES
BATH READY-TO							
UNITED STATES	76/568,545	12/22/2003	76/568,545	2/1/2005	2,922,326	REGISTERED	16
	IERS ARE SPECIAI	L HERE					
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P PIONEER MILI	ΓARY LENDING an	d Design					
UNITED STATES	75/736,784	- A TUINI	74/736,784	8/20/1996	1,995,683	REGISTERED	36
P PIONEER MILIT	ΓARY LOANS and Ι)esign					
UNITED STATES	74/736,785		74/736,785	8/20/1996	1,995,684	REGISTERED	36
P PIONEER SERV	ICES and Design						
UNITED STATES	76/143,542	10/10/2000	76/143,542	10/12/2004	2,892,216	REGISTERED	35,36
PIONEER FINANC	CIAL						
UNITED STATES	78/139,839	6/28/2002	78/139,839	2/8/2005	2,925,730	REGISTERED	36
PIONEER FINANC	CIAL SERVICES						
UNITED STATES	76/466,655	11/13/2002	76/466,655	7/19/2005	2,971,628	REGISTERED	36
PIONEER SERVIC	ES						
UNITED STATES	78/7 73,667	12/14/2005	78/773,667	2/6/2007	3,205,455	REGISTERED	36
THE RESPONSIBI	E ALTERNATIVE						
UNITED STATES	78/648,798	6/11/2005	78/648,798	11/28/2006	3,178,480	REGISTERED	36
THE RESPONSIBL	E LENDING ALTE	RNATIVE	•				
UNITED STATES	78/648,799	6/11/2005	78/648,799	11/28/2006	3,178,481	REGISTERED	36
WE HELP THE MI	LITARY WHEN QT	THERS DON	·Τ.				
UNITED STATES	78/973,351	9/13/2006	78/973,351	4/24/2007	3,233,512	REGISTERED	36
YOU DESERVE A	LITTLE CORDIT						
UNITED STATES	76/421,602	6/17/2002	76/421,602	11/11/2003	2,781,380	REGISTERED	36
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			END OF REPORT			TOTAL ITEMS SELECT	ED 15

TOTAL ITEMS SELECTED 15

2061468.3

TRADEMARK REEL: 003551 FRAME: 0797 LAW OFFICES OF

SHUGHART THOMSON & KILROY, P.C.

A Professional Corporation

32 Corporate Woods, Ste. 1100 9225 Indian Creek Pkwy. Overland Park, KS 66210 (913) 451-3355 FAX (913) 451-3361

TELECOPIER TRANSMITTAL SHEET

To: U.S. Patent and Trademark Office	FAX#: 571-273-0140
Assignment Division	

FROM: Lawrence A. Swain

DATE: May 31, 2007

RE: Recordation of Trademark Assignment to record Assignment of Trademarks document to assign the marks owned by Pioneer Licensing Services, Inc. to Pioneer Financial Services, Inc.

Conveying Party: Pioneer Licensing Services, Inc., a Nevada corporation Receiving Party: Pioneer Financial Services, Inc., a Missouri corporation

CLIENT MATTER CODE: PIO001/90433

Transmitted herewith along with this facsimile transmittal cover sheet and letter of instructions are the following documents:

- 1) Recordation Form Cover Sheet (Total Pages 2); and
- 2) Assignment of Trademarks (Total Pages 2)

We respectfully request acknowledgement of receipt.

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RECORDED: 05/31/2007