

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LoanByPhone.com, LLC		03/04/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Check Into Cash, Inc.		
Street Address:	201 Keith Street		
Internal Address:	Suite 80		
City:	Cleveland		
State/Country:	TENNESSEE		
Postal Code:	37311		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77554377	LOANBYPHONE.COM QUICK EASY & CONFIDENTIAL A SUBSIDIARY OF CHECK INTO CASH PAYDAY ADVANCE CENTERS	
Registration Number:	3023425	LOANBYPHONE.COM	
CORRESPONDENCE DATA			
Fax Number:	(423)508-1206		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	aoliver@cbslawfirm.com		
Correspondent Name:	Alicia Brown Oliver		
Address Line 1:	1000 Tallan Building, Two Union Square		
Address Line 4:	Chattanooga, TENNESSEE 37402		
ATTORNEY DOCKET NUMBER:	LOANBYPHONE.COM/TM		
NAME OF SUBMITTER:	Alicia Brown Oliver		

OP \$65.00 77554377

Signature:

/alicia brown oliver/

Date:

03/04/2009

Total Attachments: 3

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SERVICE MARK ASSIGNMENT

This Assignment is made as of the 4 day of March, 2009, by LoanByPhone.com, LLC, a Delaware limited liability company having an office and principal place of business in Cleveland, Tennessee ("Assignor").

WHEREAS, Assignor owns the U.S. Service Mark Applications and Registrations listed on Exhibit A, as well as several unregistered Marks and trade names ("the Marks"); and

WHEREAS, Assignor desires to transfer the Marks to a related company, Check Into Cash, Inc. ("CIC"), a Delaware corporation, having an office and principal place of business in Cleveland, Tennessee ("Assignee"); and

WHEREAS, Assignee desires to acquire the Marks;

NOW, THEREFORE, for and in consideration of the covenants, representations and warranties hereinafter set forth, and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized thereby, and all rights and privileges granted and secured thereby, including the right to sue for past, present or future infringement of any of the Marks, such rights to be held and enjoyed by Assignee as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.
2. Assignor represents and warrants to Assignee that
 - (a) Assignor is a limited liability company duly organized, validly existing and in good standing under the laws of the State of Delaware.
 - (b) Assignor has full corporate authority to execute this Assignment, and that this Assignment and the terms and conditions hereof have been duly authorized by all requisite corporate authorities and will not result in a violation of any of the provisions of Assignor's member agreement or any agreement to which Assignor may be a party.
 - (c) Assignor is the owner of the Marks, and no other person or entity has any security interest or other right in the Marks.
 - (d) Any and all licenses to use the Marks which were previously granted by Assignor have been terminated as of the date of this Assignment.
 - (e) Assignor has not abandoned or discontinued use of the Marks.
 - (f) There are no actions, suits, claims or proceedings pending or, to Assignor's knowledge threatened, against Assignor in any court or before any governmental agency which might have an adverse effect on any of the Marks or the goodwill of the business symbolized thereby.
 - (g) Assignor is not subject to any order, writ, injunction or decree of any court or governmental agency which would prevent or impede the assignment of any of the

Marks, or of any goodwill symbolized thereby, or which has created or would create a lien thereon or would affect or interfere with Assignee's use thereof or its rights therein.

3. Assignor shall indemnify and hold harmless Assignee, its successors and assigns, at all times after the date of this Assignment, against any and all damages or deficiencies resulting from any breach of warranty or misrepresentation made in or in connection with this Assignment.
4. In the event any third party infringes or otherwise violates Assignee's right, title and/or interest in and to any of the Marks, Assignor agrees to cooperate fully with Assignee to terminate such infringement or violation. Assignor agrees that Assignee has the exclusive right to prosecute and defend at its own expense all suits or proceedings before any court or governmental agency which involve in any way the validity of, title to, or infringement of any of the Marks.
5. Assignor hereby covenants and agrees to execute any and all documents reasonably requested by Assignee for the purpose of carrying out the intent and purposes of this Assignment. Assignor hereby further covenants and agrees that it will cooperate with Assignee to enable Assignee to enjoy, to the fullest extent, the right, title and interest intended to be herein conveyed. Assignor's cooperation shall include prompt production of pertinent facts and documents, giving of testimony, execution of petitions, oaths, specifications, declarations or other papers, and other assistance relating to the Marks, all to the extent deemed necessary or desirable by Assignee for participation in any legal or administrative proceedings involving the Marks, and otherwise fully carrying out the terms of this Assignment.
6. All the provisions of this Assignment shall inure to the benefit of Assignee and its successors, assigns and representatives and shall be binding on Assignor and its successors, assigns, and representatives.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment as of the date first written above.

LoanByPhone.com, LLC

By: _____

Title: _____

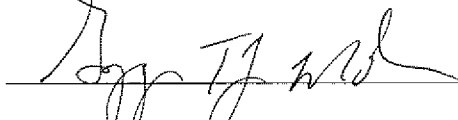
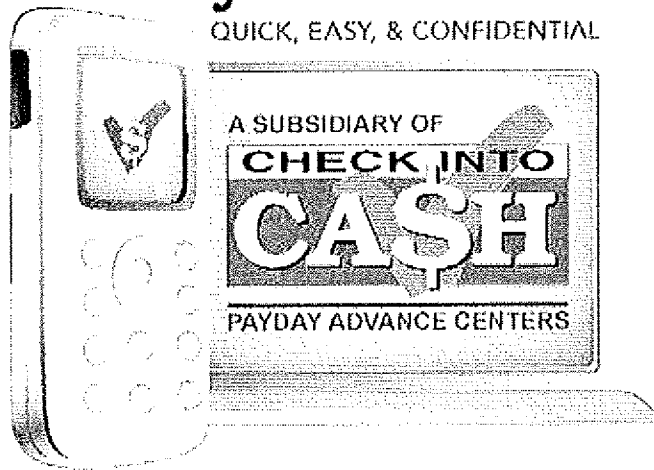

VP & Secretary

EXHIBIT A

U.S Application Serial No. 77/554377

LoanByPhone.com

QUICK, EASY, & CONFIDENTIAL



U.S Registration No. 3,023,425

