

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
CHECK MART OF FLORIDA, INC.		10/14/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DOLLAR FINANCIAL GROUP, INC.		
Street Address:	1436 Lancaster Avenue		
Internal Address:	Suite 300		
City:	Berwyn		
State/Country:	PENNSYLVANIA		
Postal Code:	19312-1288		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2899391	THE CHECK CASHING STORE	
Registration Number:	2824988	THE CHECK CASHING STORE	
Registration Number:	1979012	THE CHECK CASHING STORE	
CORRESPONDENCE DATA			
Fax Number:	(914)206-3727		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(203) 399-1320		
Email:	hilary@miller.net		
Correspondent Name:	Hilary B. Miller, Esq.		
Address Line 1:	500 West Putnam Avenue		
Address Line 2:	Suite 400		
Address Line 4:	Greenwich, CONNECTICUT 06830-6096		
NAME OF SUBMITTER:	Hilary B. Miller		
Signature:	/HBM/		

OP \$90.00 2899391

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TRADEMARK
REEL: 004078 FRAME: 0277

Date:

10/14/2009

Total Attachments: 1

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ASSIGNMENT OF SERVICE MARK

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, CHECK MART OF FLORIDA, INC., a Delaware corporation having its principal place of business at 1436 Lancaster Avenue, Suite 300, Berwyn, Pennsylvania 19312-1288 ("Assignor"), hereby assigns, transfers, and sets over to DOLLAR FINANCIAL GROUP, INC., a New York corporation having its principal place of business at 1436 Lancaster Avenue, Suite 300, Berwyn, Pennsylvania 19312-1288 ("Assignee"), its successors and assigns, the entire right, title and interest in and to the mark THE CHECK CASHING STORE, together with the goodwill represented by said mark, the registrations thereof in the United States Patent and Trademark Office, Registration Nos. 2,899,391, 2,824,988 and 1,979,012, and all trademark registrations which may hereafter be granted therefor in any jurisdiction.

Assignor hereby authorizes and requests the Trademark Office to transfer the said registrations to the Assignee. The said mark shall hereafter be held and enjoyed by the Assignee, for its own use and benefit and that of its successors and assigns, to the full end of the term for which the registration of said mark is granted, together with all claims for damages by reason of past infringement of said mark, with the right to sue for and collect the same for its own use and for the use of its successors, assigns or other legal representatives.

Assignor does hereby covenant and warrant that: (i) it is the owner of the said mark and has full right and title thereto and authority to sell, assign and dispose of the same; (ii) it has not granted any right or license to use the mark to anyone; (iii) prior to the execution hereof, Assignor's right, title and interest in said mark has not been otherwise encumbered; and (iv) it has not executed, and will not execute, any instrument in conflict herewith.

Assignor does hereby further covenant and agree with Assignee to execute and deliver such other and further instruments and take such other and further actions as may be reasonably necessary or appropriate to transfer said mark, claims for damages by reason of past infringement, and right to sue and collect therefor to the Assignee.

IN WITNESS WHEREOF, this Assignment has been executed by the Assignor this 14th day of October, 2009.

CHECK MART OF FLORIDA, INC.

By: _____

Roy W. Hibberd

Its: Senior Vice President