

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
Cash American Advance, Inc.		11/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cash Now, Inc.		
Street Address:	531 E. 70th St		
City:	Shreveport		
State/Country:	LOUISIANA		
Postal Code:	71106		
Entity Type:	CORPORATION: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75611020	WHERE EVERYDAY IS PAYDAY	
CORRESPONDENCE DATA			
Fax Number:	(318)222-5400		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	318-222-0337		
Email:	ghm@millslaw.com		
Correspondent Name:	George H. Mills, Jr.		
Address Line 1:	331 Milam Ste 300		
Address Line 4:	Shreveport, LOUISIANA 71101		
NAME OF SUBMITTER:		George H. Mills, Jr.	
Signature:		/George H. Mills, Jr./	
Date:		11/30/2010	
Total Attachments: 1 source=Assignment#page1.tif			

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TRADEMARK
 REEL: 004422 FRAME: 0789

SERVICE MARK ASSIGNMENT

This Assignment is between **CASH AMERICA ADVANCE, INC.**, a Delaware corporation (hereinafter "ASSIGNOR"), and **CENTRAL CLEARING CO./CASH NOW, INC.**, a Louisiana corporation, having an address of 37665 Schoolcraft, Livonia, Michigan 48150 (hereinafter "ASSIGNEE");

WHEREAS, ASSIGNOR is the owner of the trademark **WHERE EVERYDAY IS PAYDAY** and its corresponding U.S. Application Serial No. 75/611,020 on file with the U.S. Patent and Trademark Office; and

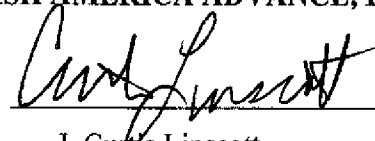
WHEREAS, ASSIGNEE is now desirous of acquiring said trademark and the corresponding Application Serial No. 75/611,020 from ASSIGNOR.

NOW, THEREFORE, for good and valuable consideration of \$1.00 (One and No/100 Dollars), the receipt of which is hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer to said ASSIGNEE any and all right, title and interest in and to the said service mark ASSIGNOR has in the mark, if any, and the corresponding Application Serial No. 75/611,020, together with the goodwill of the business symbolized by said service mark and corresponding application, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect hereto, and in and to all causes of action in law or in equity against any third party for past, present or future infringement of said trademark and corresponding application and to all rights corresponding to the foregoing throughout the world.

This Assignment is executed at FORT WORTH on the 22nd day of November, 2010.

CASH AMERICA ADVANCE, INC.

By: _____



J. Curtis Linscott
Executive Vice President and Secretary

