

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
American General Finance, Inc.		02/11/2011	CORPORATION: INDIANA

**RECEIVING PARTY DATA**

<b>Name:</b>	Springleaf Finance, Inc.
<b>Street Address:</b>	601 N.W. Second Street
<b>City:</b>	Evansville
<b>State/Country:</b>	INDIANA
<b>Postal Code:</b>	47708
<b>Entity Type:</b>	CORPORATION: INDIANA

**PROPERTY NUMBERS Total: 30**

Property Type	Number	Word Mark
Registration Number:	2709355	CARIBBEAN DREAM COMMOCO PLATITA
Registration Number:	2681116	CARIBBEAN DREAM
Registration Number:	1802901	AMERICAN DREAM FINANCING
Registration Number:	2033408	COMMOCO
Registration Number:	0891745	FRIENDLY BOB ADAMS
Registration Number:	0720131	FRIENDLY BOB ADAMS
Registration Number:	2576830	KIDSLIFE
Registration Number:	0891744	
Registration Number:	1664372	MORE OF A GOOD THING
Registration Number:	1923028	MOREQUITY
Registration Number:	0852932	MERIT LIFE INSURANCE CO.
Registration Number:	3285990	YOSEMITE INSURANCE COMPANY
Registration Number:	3266456	LOAN FOR LIFE
Registration Number:	3242515	CREDITHRIFT FINANCIAL

**CH \$765.00 2709355**

Registration Number:	3251819	CREDITWAY OF AMERICA
Registration Number:	3251818	CREDITHRIFT OF AMERICA
Registration Number:	3549534	KIDSLIFE
Serial Number:	85202883	LENDING MADE PERSONAL
Serial Number:	85202919	PEOPLE FRIENDLY FINANCING
Serial Number:	85206633	SPRINGLEAF DIRECT
Serial Number:	85178130	
Serial Number:	85178127	SPRINGLEAF FINANCIAL
Serial Number:	85163964	SPRINGLEAF FINANCIAL SERVICES
Serial Number:	85163864	SPRINGLEAF FINANCIAL
Serial Number:	85163861	SPRINGLEAF FINANCE
Serial Number:	85163849	SPRINGLEAF
Serial Number:	85237043	SPRINGLEAF RETAIL SOLUTIONS
Serial Number:	85237045	SPRINGLEAF DENTAL FINANCE
Serial Number:	85237048	SPRINGLEAF HOME SOLUTIONS
Serial Number:	85237055	SPRINGLEAF OUTDOOR SOLUTIONS

**CORRESPONDENCE DATA**

Fax Number: (312)616-5700  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 312-616-5600  
Email: trademark@leydig.com  
Correspondent Name: Leydig, Voit & Mayer, Ltd.  
Address Line 1: Two Prudential Plaza, 180 N. Stetson Ave  
Address Line 2: Suite 4900; ATTN: Mark J. Liss  
Address Line 4: Chicago, ILLINOIS 60601-6731

ATTORNEY DOCKET NUMBER:	272690
NAME OF SUBMITTER:	Mark J. Liss
Signature:	/Mark J. Liss/
Date:	05/13/2011

**Total Attachments: 3**

source=American General Finance, Inc. Name Change to Springleaf Finance, Inc#page1.tif  
source=American General Finance, Inc. Name Change to Springleaf Finance, Inc#page2.tif  
source=American General Finance, Inc. Name Change to Springleaf Finance, Inc#page3.tif

State of Indiana  
Office of the Secretary of State

CERTIFICATE OF AMENDMENT

of

AMERICAN GENERAL FINANCE, INC.

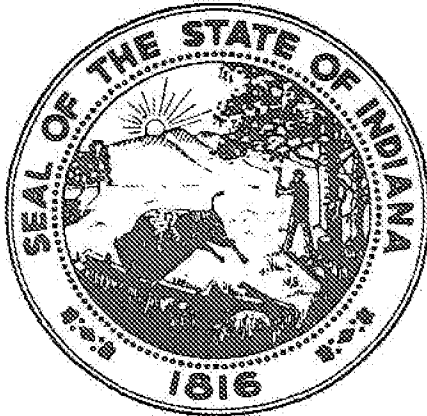
I, CHARLES P. WHITE, Secretary of State of Indiana, hereby certify that Articles of Amendment of the above For-Profit Domestic Corporation have been presented to me at my office, accompanied by the fees prescribed by law and that the documentation presented conforms to law as prescribed by the provisions of the Indiana Business Corporation Law.

The name following said transaction will be:

SPRINGLEAF FINANCE, INC.

Indiana Secretary of State  
Packet: 197402-456  
Filing Date: 02/17/2011  
Effective Date: 03/07/2011

NOW, THEREFORE, with this document I certify that said transaction will become effective Monday, March 07, 2011.



In Witness Whereof, I have caused to be affixed my signature and the seal of the State of Indiana, at the City of Indianapolis, February 17, 2011.

A handwritten signature in cursive script that reads "Charles P. White".

CHARLES P. WHITE,  
SECRETARY OF STATE

197402-456 / 2011022173007

Indiana Secretary of State  
 Packet: 137402-456  
 Filing Date: 02/17/2011  
 Effective Date: 03/07/2011



**ARTICLES OF AMENDMENT OF THE  
 ARTICLES OF INCORPORATION**

State Form 36313 (R 10/1/03)  
 Approved by State Board of Accounts, 1995

APPROVED  
 AND  
 FILED

*Charles P. Hitt*  
 SECRETARY OF STATE

TODD ROWLA  
 SECRETARY OF STATE  
 CORPORATIONS DIVISION  
 372 W. Washington St., Rm. 6918  
 Indianapolis, IN 46204  
 Telephone: (317) 232-6578

**INSTRUCTIONS:** Use 8 1/2" x 11" white paper for attachments.  
 Present original and one copy to address in upper right hand corner of this form.  
 Please TYPE or PRINT.  
 Please visit our office on the web at [www.sos.in.gov](http://www.sos.in.gov)

Indiana Code 23-1-38-1 et seq.  
 Filing Fee: \$30.00

ARTICLES OF AMENDMENT OF THE ARTICLES OF INCORPORATION OF	
Name of Corporation <b>American General Finance, Inc.</b>	Date of Incorporation <b>2/26/1974</b>
The undersigned officers of the above referenced Corporation (hereinafter referred to as the "Corporation") existing pursuant to the provisions of (check appropriate law): <input checked="" type="checkbox"/> Indiana Business Corporation Law <input type="checkbox"/> Indiana Professional Corporation Act of 1993 as amended (hereinafter referred to as the "Act"), desiring to give notice of corporate action effecting amendment of certain provisions of its Articles of Incorporation, certify the following facts:	
<b>ARTICLE I Amendment(s)</b>	
The exact text of Article(s) <u>1</u> of incorporation is now as follows:	
(NOTE: If amending the name of corporation, write Article "1" in space above and write "The name of the Corporation is below") The name of the Corporation is Springleaf Finance, Inc. (effective March 7, 2011).	
<b>ARTICLE II</b>	
Date of each amendment's adoption: <b>2/11/11</b>	

RECEIVED  
 CORPORATIONS DIV  
 11 FEB 17 PM 3:47

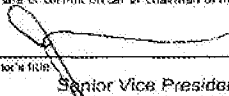
(Continued on the reverse side)

Indiana Secretary of State

Packet: 197402-486

Filing Date: 02/17/2011

Effective Date: 03/07/2011

ARTICLE III Manner of Adoption and Vote									
Mark applicable section: NOTE - Only in limited situations does Indiana law permit an Amendment without shareholder approval. Because a name change requires shareholder approval, Section 2 must be marked and either A or B completed.									
<input type="checkbox"/>	SECTION 1 This amendment was adopted by the Board of Directors or incorporators and shareholder action was not required.								
<input checked="" type="checkbox"/>	SECTION 2 The shareholders of the Corporation entitled to vote in respect to the amendment adopted the proposed amendment. The amendment was adopted by: (Shareholder approval may be by either A or B.) A. Vote of such shareholders during a meeting called by the Board of Directors. The result of such vote is as follows: <table border="1" data-bbox="440 415 850 552"><tbody><tr><td>Shares entitled to vote.</td><td></td></tr><tr><td>Number of shares represented at the meeting.</td><td></td></tr><tr><td>Shares voted in favor.</td><td></td></tr><tr><td>Shares voted against.</td><td></td></tr></tbody></table>	Shares entitled to vote.		Number of shares represented at the meeting.		Shares voted in favor.		Shares voted against.	
Shares entitled to vote.									
Number of shares represented at the meeting.									
Shares voted in favor.									
Shares voted against.									
B. Unanimous written consent executed on <u>February 11</u> , 20 <u>11</u> and signed by all shareholders entitled to vote.									
ARTICLE IV Compliance with Legal Requirements									
The manner of the adoption of the Articles of Amendment and the vote by which they were adopted constitute full legal compliance with the provisions of the Act, the Articles of Incorporation, and the By-Laws of the Corporation.									
I hereby verify, subject to the penalties of perjury, that the statements contained herein are true, this <u>11<sup>th</sup></u> day of <u>February</u> , 20 <u>11</u> .									
Signature of current officer or chairman of the board: 	Printed name of officer or chairman of the board: Jack R. Erkkila								
Signature's title: Senior Vice President									