

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Valued Services, LLC		10/10/2011	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	AARC, LLC, a Delaware limited liability company		
Street Address:	135 North Church Street		
City:	Spartanburg		
State/Country:	SOUTH CAROLINA		
Postal Code:	29306		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3359600	FIRST AMERICAN CA\$H ADVANCE	
Registration Number:	3428270	PURPOSE MONEY	
Registration Number:	3189081	PURPOSE FINANCIAL	
CORRESPONDENCE DATA			
Fax Number:	(803)255-9831		
Phone:	803-799-2000		
Email:	ip@nelsonmullins.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Nichole Andrighetti, Esq.		
Address Line 1:	100 North Tryon St., 42nd Floor, IP Dept		
Address Line 2:	NELSON MULLINS RILEY & SCARBOROUGH, LLP		
Address Line 4:	Charlotte, NORTH CAROLINA 28202-4000		
ATTORNEY DOCKET NUMBER:	18869/09056 -09057 -09058		

OP \$90.00 3359600

NAME OF SUBMITTER:	Nichole Andrighetti, Esq.
Signature:	/Nichole Andrighetti/
Date:	01/18/2012
Total Attachments: 4 source=tmassignment#page1.tif source=tmassignment#page2.tif source=tmassignment#page3.tif source=tmassignment#page4.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") dated October 10, 2011 is made and delivered by Valued Services, LLC, a Georgia limited liability company, ("Assignor"), for the benefit of AAFA Acquisition, Inc. a Delaware corporation ("Buyer") and its Affiliates, including AARC, LLC, a Delaware limited liability company ("Assignee"), in connection with the closing of the transactions contemplated by that certain Asset Purchase Agreement, dated as of August 5, 2011, by and among Buyer, Assignor, and certain other parties thereto (the "Purchase Agreement"). Capitalized terms not otherwise defined herein shall have the meanings assigned to them in the Purchase Agreement.

WHEREAS, Assignor has acquired, used, and is the owner of all right, title, and interest in, to, and under the registered and unregistered domestic and foreign servicemarks, trademarks, servicemark and trademark applications, and trade names, including without limitation the servicemarks, trademarks, servicemark and trademark applications, and trade names listed on Exhibit A hereto and incorporated herein by reference (all of the foregoing being referred to herein as the "Marks");

WHEREAS, Buyer has assigned, with the consent of the Seller Parties, certain of its rights and obligations under the Purchase Agreement to Assignee, including the right to acquire the Marks from Assignor; and

WHEREAS, Assignee desires to acquire the Marks from Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer, convey, assign, and deliver to Assignee, free and clear of all Encumbrances, all right, title, and interest in, to, and under the Marks, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of any Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made; and

FURTHER, Assignor hereby covenants and agrees, at the reasonable request of Assignee, without further consideration, to promptly execute and deliver, or cause to be executed and delivered, to Assignee such assignments, bills of sale, consents, and other instruments, in form and substance reasonably satisfactory to Assignee, and take all such other actions to more effectively transfer to and vest in Assignee, and to put Assignee in possession of, the Marks, free and clear of all Encumbrances.

This Assignment may be executed in separate counterparts and by facsimile signature, each of which when so executed and delivered shall be an original, but all such counterparts shall together constitute one and the same instrument.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be adopted, approved, certified, executed, and acknowledged by a duly authorized person on the date first above written.

**ASSIGNOR:**

VALUED SERVICES, LLC, a Georgia limited liability Company

By: \_\_\_\_\_  
Name: S. M. Long  
Title: Manager

**ASSIGNEE:**

AARC, LLC, a Delaware limited liability company

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

IN WITNESS WHEREOF, Assignor has caused this Assignment to be adopted, approved, certified, executed, and acknowledged by a duly authorized person on the date first above written.

**ASSIGNOR:**

VALUED SERVICES, LLC, a Georgia limited liability Company

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**ASSIGNEE:**

AARC, LLC, a Delaware limited liability company

By: *Patrick O'Sullivan*  
Name: PATRICK O'SULLIVAN  
Title: PRESIDENT

**EXHIBIT A**

**US TM List**

Mark	Registration Number
1) FIRST AMERICAN CASH ADVANCE & Design	3359600
2) PURPOSE MONEY	3428270
3) PURPOSE FINANCIAL	3189081
4) CHECK ADVANCE	Unregistered
5) FIRST AMERICAN LOANS	Unregistered
6) FIRST AMERICAN CASH LOANS	Unregistered

**International TM List**

Mark	Registration Number
1) FIRST AMERICAN CASH ADVANCE (Costa Rica)	170889