

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/2011

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Westlake Services, Inc.		04/30/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Westlake Services
Street Address:	4751 Wilshire Blvd., Suite 100
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90010
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	4045023	THE YES! YES! LENDER
Registration Number:	3068152	WESTLAKE W F FINANCIAL SERVICES
Registration Number:	3068154	WESTLAKE FINANCIAL SERVICES
Registration Number:	3068145	WESTLAKE FINANCIAL SERVICES
Registration Number:	3184211	PROFITBUILDER

CORRESPONDENCE DATA



Fax Number: 9498332281
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 949-833-8483
Email: trademarks@whgclaw.com
Correspondent Name: Lindy M Herman
Address Line 1: 1301 Dove Street, Ste 1050
Address Line 4: Newport Beach, CALIFORNIA 92660

OP \$140.00 4045023

ATTORNEY DOCKET NUMBER:	W080-3333
NAME OF SUBMITTER:	Lindy M. Herman
Signature:	/lmh/
Date:	05/01/2013
Total Attachments: 1 source=Assignment2#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Westlake Services, Inc., a California corporation ("Assignor"), owns the following U.S. Trademark Registrations (the "Registrations"):

Mark	Registration No.	Goods/Services
THE YES! YES! LENDER	4045023	Class 36: Consumer lending services
 WESTLAKE W F FINANCIAL SERVICES	3068152	Class 36: Automobile financing services, namely, the acquisition and servicing of automobile loans
 WESTLAKE FINANCIAL SERVICES	3068154	Class 36: Automobile financing services, namely, the acquisition and servicing of automobile loans
WESTLAKE FINANCIAL SERVICES	3068145	Class 36: Automobile financing services, namely, the acquisition and servicing of automobile loans
PROFITBUILDER	3184211	Class 35: Assistance to commercial enterprises in the running of their business, namely, providing support to automobile dealerships to assist customers by calculating the terms and amounts of money financed and advanced in conditional sales contracts for automobiles

WHEREAS, Assignor desires to assign, and Westlake Services, LLC, a California limited liability company with a principal place of business of 4751 Wilshire Blvd, Suite 100, Los Angeles, California 90010 ("Assignee"), desires to receive, all of Assignor's right, title and interest in and to the Registrations, together with the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns, and sets over unto Assignee, its successors and assigns, all of Assignor's entire right, title, and interest in and to the Registrations, in the United States of America and any foreign countries or jurisdictions—together with the goodwill associated therewith and symbolized by the Registrations—including all common law, use, application, registration, renewal and extension rights, and the right to recover for damages and profits for past, present, or future infringements thereof, *nunc pro tunc* effective January 1, 2011.

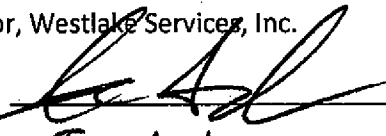
Executed as of this 30th day of April, 2013

Assignor, Westlake Services, Inc.

By:

Name:

Title:



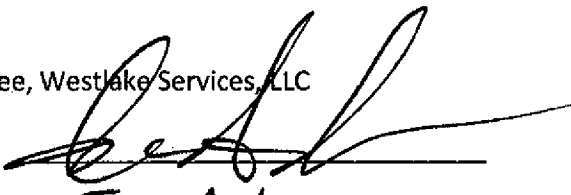
 Name: Ian Anderson
 Title: President

Assignee, Westlake Services, LLC

By:

Name:

Title:



 Name: Ian Anderson
 Title: President