

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
ZestCash, Inc.		10/21/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	ZestFinance, Inc.		
Street Address:	6636 Hollywood Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3963514	ZESTCASH	
Registration Number:	4003830	ZESTCASH	
Registration Number:	3979587	LOANS FOR LIFE'S SURPRISES	
CORRESPONDENCE DATA			
Fax Number:	6506147401		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	503-943-4828		
Email:	ipprosecution@orrick.com		
Correspondent Name:	Kristin S. Cornuelle		
Address Line 1:	2050 Main Street, Suite 1100		
Address Line 2:	IP Prosecution		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	23237.6002		
NAME OF SUBMITTER:	Kristin S. Cornuelle		

CH \$90.00 3963514

Signature:	/Kristin S. Cornuelle/
Date:	10/29/2013
Total Attachments: 2 source=zf trademark assignment#page1.tif source=zf trademark assignment#page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made by ZestCash, Inc., a corporation legally organized under the laws of Delaware ("ZestCash"), in favor of ZestFinance, Inc., a corporation legally organized under the laws of Delaware ("ZestFinance").

WHEREAS, ZestCash owns all right, title and interest in and to the trademarks and registrations thereof identified in the attached Schedule A (the "Marks"), and the goodwill associated therewith;

WHEREAS, ZestFinance has acquired the entire portion of the business to which the Marks pertain, and ZestCash has agreed to transfer, convey, assign and deliver all of ZestCash's right, title and interest in and to the Marks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ZestCash assigns to ZestFinance all of its right, title and interest in the Marks as identified in Schedule A, attached hereto and incorporated herein by this reference, together with the goodwill associated therewith including, without limitation, its right to sue for and collect damages for infringement or other violations of the same, including for past infringements or other violations.

This Assignment of Trademarks shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns. This Assignment of Trademarks may not be assigned by any party hereto without the prior written consent of the other party hereto, and any purported assignment without such consent shall be void; provided, however, that ZestFinance may assign its rights hereunder to any affiliate of ZestFinance (in which case ZestFinance nonetheless shall remain responsible for the performance of all of its obligations hereunder).

IN WITNESS WHEREOF, ZestCash has executed this Assignment of Trademarks by its duly authorized officer to be effective as of October 16, 2013.

ZESTCASH, INC.

By: _____

Name: _____

Title: _____

Date: _____

SCHEDULE A

Trademark	Registration No.	Registration Date
ZESTCASH	3,963,514	May 17, 2011
ZESTCASH and Design	4,003,830	July 26, 2011
LOANS FOR LIFE'S SURPRISES	3,979,587	June 14, 2011