

## 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
Tailwind Marketing, LLC		01/22/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Rise Credit LLC		
Street Address:	4150 International Plaza, Suite 400		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76109		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4472480	RISE	
CORRESPONDENCE DATA			
Fax Number:	4159891663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(415)391-4800		
Email:	tm@cpdb.com		
Correspondent Name:	Coblentz, Patch, Duffy & Bass LLP		
Address Line 1:	One Ferry Building, Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Karen S. Frank		
Signature:	/ksf/		
Date:	01/22/2014		
Total Attachments: 1 source=RISE signed TM Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of January 22, 2014, by and between Tailwind Marketing, LLC, a Delaware limited liability company, with an address of 4150 International Plaza, Suite 400, Fort Worth, Texas 76109 ("Assignor"), and Rise Credit LLC, a Delaware limited liability company, with an address of 4150 International Plaza, Suite 400, Fort Worth, Texas 76109 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks (the "Trademark") and the U.S. trademark registration (the "Registration") listed below:

RISE, Reg. No. 4,472,480 for Financial services, namely, providing short term loans via the Internet, phone, and retail locations; stored-value credit card services;

and

WHEREAS Assignor wishes to assign the Trademark, the Registration, and the goodwill of the business represented by the Trademark (the "Goodwill"), to Assignee and Assignee is desirous of acquiring such Trademark, Registration, and Goodwill;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to the Trademark, including all rights under common law, together with the Goodwill and the Registration, and the right to recover damages and profits for past, present or future infringement or other unauthorized use thereof.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has entered into this Assignment as of the date first written above.

ASSIGNOR:

TAILWIND MARKETING, LLC

By : elt  
Name: Christina  
Title: CFO