

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM348303

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Financial Network Group, Ltd		03/20/2015	LIMITED LIABILITY COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	Simply Money IP Holdings, LLC		
Street Address:	7890 E. Kemper Road		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45249		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3501473	SIMPLY MONEY	
Registration Number:	3672095	SIMPLY MONEY	
Registration Number:	4118346	NATIONALLY RECOGNIZED, GLOBALLY CONNECTE	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5132412324		
Email:	usptodock@whe-law.com		
Correspondent Name:	Sarah Otte Graber		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	FNG-01		
NAME OF SUBMITTER:	Sarah Otte Graber		
SIGNATURE:	/Sarah O. Graber/		
DATE SIGNED:	07/16/2015		
Total Attachments: 3			
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INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is made effective the 20th day of March, 2015.

WHEREAS, The Financial Network Group, Ltd, a limited liability company organized and existing under the laws of the State of Ohio, having a place of business at 7890 E. Kemper Road, Cincinnati, Ohio 45249, (hereinafter referred to as the "Assignor"), owns the trademarks and services marks (collectively, the "Marks") that are registered with the U.S. Patent and Trademark Office, all of which are listed on Exhibit A attached hereto and made a part hereof; and

WHEREAS, Simply Money IP Holdings, LLC, a limited liability company organized and existing under the laws of the State of Ohio, with an address of 7890 E. Kemper Road, Cincinnati, Ohio 45249 (herein after referred to as the "Assignee") desires to acquire the Marks and goodwill associated with the Marks, and any and all pending applications therefor and registrations thereof;

WHEREAS, Assignor is the owner by assignment of work entitled "Spiral Logo," a copy of which is attached hereto as Schedule B (the "Work").

WHEREAS, Assignee desires to acquire the copyrights to the Work throughout the world.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successors and assigns, all rights, title, and interests to the Marks, together with the goodwill of the business symbolized by the Marks, and the registration thereto and pending applications therefor, and all other rights that Assignor has enjoyed thereunder in the United States and other foreign countries.

Further, for good and valuable consideration, receipt of which is duly acknowledged, Assignor does hereby assign and transfer to Assignee, and its successors and assigns, its entire right, title and interest throughout the world in and to the copyrights in the Work.

The assignments of the Marks and Work provided herein include any and all rights to recovery based on past infringement and the right to secure registrations for the Marks and the Work throughout the world.

Financial Network Group, Ltd,

By: 

Daniel Littman,
Chief Financial Officer

Date: 3/20/15

EXHIBIT A

Trademark & Logo	Reg. No.	Goods/Services	Registration Date
SIMPLY MONEY	3,501,473	Class 41	September 16, 2008
SIMPLY MONEY	3,672,095	Class 16	August 25, 2009
NATIONALLY RECOGNIZED, GLOBALLY CONNECTED, LOCALLY ACCESSIBLE	4118346	Class 36	March 27, 2012

EXHIBIT B

