

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM426014

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Springleaf Finance, Inc.		04/24/2017	Corporation: INDIANA
RECEIVING PARTY DATA			
Name:	OneMain Financial Holdings, LLC		
Street Address:	100 International Drive		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21202		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Registration Number:	4122713	LENDING MADE PERSONAL	
Registration Number:	4878719	ILOAN	
Registration Number:	4878717		
Registration Number:	4878718	ILOAN	
Registration Number:	4890698	ILOAN	
Registration Number:	5096030	SPRINGLEAF FINANCE	
Registration Number:	4598033	YOSEMITE INSURANCE COMPANY A STOCK COMPA	
Registration Number:	4598034	MERIT LIFE INSURANCE CO. A STOCK COMPANY	
Registration Number:	4371436	FAST FRIENDLY AFFORDABLE LOANS	
Registration Number:	4371439	FRIENDLY FAST AFFORDABLE LOANS	
Registration Number:	4207093	SPRINGLEAF DENTAL SOLUTIONS	
Registration Number:	4195412	SPRINGLEAF RETAIL SOLUTIONS	
Registration Number:	4195413	SPRINGLEAF HOME SOLUTIONS	
Registration Number:	4206797	SPRINGLEAF DIRECT	
Registration Number:	4231577	PEOPLE FRIENDLY FINANCING	
Registration Number:	4100015		
Registration Number:	4122625	SPRINGLEAF FINANCIAL	
Registration Number:	4293554	ILOAN	
Registration Number:	4122602	SPRINGLEAF	

CH \$890.00 4122713

Property Type	Number	Word Mark
Registration Number:	4122603	SPRINGLEAF FINANCIAL
Registration Number:	4122604	SPRINGLEAF FINANCIAL SERVICES
Registration Number:	3884532	ILOANS
Registration Number:	3549534	KIDSLIFE
Registration Number:	3242515	CREDITHRIFT FINANCIAL
Registration Number:	3251819	CREDITWAY OF AMERICA
Registration Number:	3251818	CREDITHRIFT OF AMERICA
Registration Number:	3285990	YOSEMITE INSURANCE COMPANY
Registration Number:	2681116	CARIBBEAN DREAM
Registration Number:	2576830	KIDSLIFE
Registration Number:	1923028	MOREQUITY
Registration Number:	1802901	AMERICAN DREAM FINANCING
Registration Number:	0891744	
Registration Number:	0891745	FRIENDLY BOB ADAMS
Registration Number:	0852932	MERIT LIFE INSURANCE CO.
Registration Number:	0720131	FRIENDLY BOB ADAMS

CORRESPONDENCE DATA

Fax Number: 2124255288
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.
Phone: 212-425-7200
Email: tmdocketny@kenyon.com
Correspondent Name: James E. Rosini
Address Line 1: One Broadway
Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER:	15102/264186
NAME OF SUBMITTER:	James E. Rosini
SIGNATURE:	/JER/
DATE SIGNED:	05/02/2017

Total Attachments: 3
source=15102 - 2 OneMain Assignment Springleaf to OneMain LLC#page1.tif
source=15102 - 2 OneMain Assignment Springleaf to OneMain LLC#page2.tif
source=15102 - 2 OneMain Assignment Springleaf to OneMain LLC#page3.tif

DEED OF ASSIGNMENT

This Assignment is made on this 24 day of ^{April}~~January~~, 2017, by **SPRINGLEAF FINANCE, INC.**, a corporation organized and existing under the laws of the State of Indiana and having its principal place of business at 601 NW Second Street Evansville, Indiana 47708 (“Assignor”), to and in favor of **ONEMAIN FINANCIAL HOLDINGS, LLC**, a company organized and existing under the laws of the State of Delaware, and having its principal place of business at 100 International Drive, Baltimore, Maryland 21202 (“Assignee”).

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks, trade dress and trade names listed in attached Schedule “A” as well as the goodwill appurtenant thereto and trademark applications and registrations relating thereto (the “Intellectual Property”);

WHEREAS, Assignee wishes to acquire from Assignor all right, title and interest in and to the Intellectual Property in conjunction with a separate agreement governing Assignee’s acquisition of the entirety of Assignor’s business pertaining to the Intellectual Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, and the foregoing recitals forming a part hereof as though set out herein below, Assignor hereby irrevocably assigns, sells, transfers, conveys, and grants to Assignee, in perpetuity, all of Assignor’s rights, title and interest in and to the Intellectual Property, along with the portions of the business associated therewith and together with the goodwill of the business appurtenant to and symbolized by the Intellectual Property, including, without limitation, all common law rights in and to the Intellectual Property where ever located throughout the world; any registrations or applications for the Intellectual Property which may subsist; and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with infringements, unfair competition, or dilution of or damage or injury to the Intellectual Property, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

The undersigned individuals represent and warrant that each has the authority to act on behalf of and bind the party for which they are signing.

Dated: 4/24, 2017

SPRINGLEAF FINANCE, INC., Assignor

By: 

Name: April Park

Title: General Counsel

SCHEDULE "A"

MARK	REGISTRATION NO.
LENDING MADE PERSONAL	4,122,713
iLoan & Design	4,878,719
Design Mark	4,878,717
iLoan & Design	4,878,718
ILOAN	4,890,698
SPRINGLEAF FINANCE	5,096,030
YOSEMITE INSURANCE COMPANY A STOCK COMPANY DOMICILED IN INDIANA & Design	4,598,033
MERIT LIFE INSURANCE CO. A STOCK COMPANY DOMICLED IN INDIANA & Design	4,598,034
FAST FRIENDLY AFFORDABLE LOANS	4,371,436
FRIENDLY FAST AFFORDABLE LOANS	4,371,439
SPRINGLEAF DENTAL SOLUTIONS	4,207,093
SPRINGLEAF RETAIL SOLUTIONS	4,195,412
SPRINGLEAF HOME SOLUTIONS	4,195,413
SPRINGLEAF DIRECT	4,206,797
LENDING MADE PERSONAL	4,122,713
PEOPLE FRIENDLY FINANCING	4,231,577
Design Mark	4,100,015
Springleaf Financial & Design	4,122,625
ILOAN	4,293,554
SPRINGLEAF	4,122,602

MARK	REGISTRATION NO.
SPRINGLEAF FINANCIAL	4,122,603
SPRINGLEAF FINANCIAL SERVICES	4,122,604
ILOANS	3,884,532
KIDSLIFE	3,549,534
CREDITHRIFT FINANCIAL	3,242,515
CREDITWAY OF AMERICA	3,251,819
CREDITHRIFT OF AMERICA	3,251,818
YOSEMITE INSURANCE COMPANY	3,285,990
CARIBBEAN DREAM	2,681,116
KIDSLIFE	2,576,830
MOREQUITY	1,923,028
AMERICAN DREAM FINANCING	1,802,901
Design Mark	891,744
FRIENDLY BOB ADAMS	891,745
MERIT LIFE INSURANCE CO.	852,932
FRIENDLY BOB ADAMS	720,131