

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505549

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|---|--|----------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| SEQUENCE: | 1 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Community Choice Financial Inc. | | 12/12/2018 | Corporation: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | CCF OpCo LLC | | |
| Street Address: | 6785 Bobcat Way | | |
| Internal Address: | Suite 200 | | |
| City: | Dublin | | |
| State/Country: | OHIO | | |
| Postal Code: | 43016 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4566209 | COMMUNITY CHOICE FINANCIAL | |
| Registration Number: | 4566210 | COMMUNITY CHOICE FINANCIAL | |
| Registration Number: | 4434947 | 1 FIRST VIRGINIA | |
| Registration Number: | 4428054 | 1ST LOANS FINANCIAL | |
| Registration Number: | 4428055 | 1ST LOANS FINANCIAL | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6142200197 | | |
| <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: | 6147458844 | | |
| Email: | srector@petersonconners.com | | |
| Correspondent Name: | Susan D. Rector | | |
| Address Line 1: | Peterson Connors LLP | | |
| Address Line 2: | 545 Metro Place South, Suite 435 | | |
| Address Line 4: | Dublin, OHIO 43017 | | |
| NAME OF SUBMITTER: | Susan D. Rector | | |
| SIGNATURE: | /Susan D. Rector/ | | |

OP \$140.00 4566209

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|---|------------|
| DATE SIGNED: | 01/11/2019 |
| Total Attachments: 2 source=Assignment (signed)#page1.tif source=Assignment (signed)#page2.tif | |

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, Community Choice Financial Inc., a Delaware corporation (the "Assignor") does hereby sell, assign, transfer and convey unto CCF OpCo LLC, a Delaware limited liability company (the "Assignee") and its successors and assigns, all of Assignor's right, title and interest in and to the trademarks set forth on Exhibit A (the "Marks"), together with the goodwill of the business symbolized thereby, all registrations pertaining thereto, all rights of registration incident to ownership thereof and all intellectual property rights attaching thereto.

Assignor shall execute and deliver all instruments, certificates and other documents and shall perform all other acts which Assignee may reasonably request to convey and transfer to and vest in Assignee or its successors and assigns and protect its or their right, title and interest in any or all of the Marks transferred hereby.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment to be effective as of December 12, 2018.

Assignor:

COMMUNITY CHOICE FINANCIAL INC.

By: *[Signature]*

Its: *Secretary*

Assignee:




CCF OpCo LLC

By: *[Signature]*

Its: *Secretary*

EXHIBIT A

Assigned Trademarks

| Registered Mark | Registration No. | Registration Date |
|--|------------------|-------------------|
| COMMUNITY CHOICE FINANCIAL | 4,566,209 | 07/15/2014 |
|  CommunityChoice FINANCIAL | 4,566,210 | 07/15/2014 |
|  First VIRGINIA | 4,434,947 | 11/19/2013 |
| 1ST LOANS FINANCIAL | 4,428,054 | 11/05/2013 |
|  1st Loans FINANCIAL | 4,428,055 | 11/05/2013 |