

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
The Check Giant, LLC		09/15/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Cash America Net Holdings, LLC		
Street Address:	1600 West 7th Street		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76102		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78842594	CASHNETUSA	
Serial Number:	78842623	GLOBAL CASH ADVANCE	
CORRESPONDENCE DATA			
Fax Number:	(312)456-8435		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-456-5202		
Email:	chitmdocket@gtlaw.com		
Correspondent Name:	Howard E. Silverman		
Address Line 1:	77 West Wacker Drive		
Address Line 2:	Suite 2500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	086437.010700		
NAME OF SUBMITTER:	Howard E. Silverman		
Signature:	/Howard E. Silverman/		

CH \$65.00 78842594

Date:

02/22/2007

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made as of September 15, 2006 (the "Effective Date"), between and among Cash America Net Holdings, LLC, a Delaware limited liability company on the one hand (the "Assignee"), and The Check Giant, LLC, a Delaware limited liability company, and each of the subsidiaries of The Check Giant, LLC set forth on the signature pages to this Assignment on the other hand (each, an "Assignor," collectively, the "Assignors"), and is being entered into pursuant to the Asset Purchase Agreement, dated as of July 9, 2006, and Amendment Number 1 thereto, dated as of September 15, 2006 (collectively, the "Purchase Agreement"), among Cash America International, Inc. and the Assignors. Capitalized terms used but not defined herein shall have the meaning set forth in the Purchase Agreement.

WHEREAS, in and pursuant to the Purchase Agreement, the Assignors agreed to sell, convey, assign, transfer and deliver to Assignee all right, title and interest in and to the Purchased Intellectual Property, including, without limitation, the marks set forth in *Schedule A* to this Assignment and the related applications for registrations set forth in *Schedule A* to this Agreement, and all goodwill associated with any of the foregoing (collectively, the "Marks");

NOW, THEREFORE, in consideration of the payment of ten U.S. Dollars (US\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignors jointly do, and each Assignor individually does, hereby sell, assign, convey, transfer and set over to Assignee, and Assignee does hereby purchase, acquire, and receive from the Assignors and each Assignor, all rights, title and interest in and to the Marks, all of them to be held and enjoyed by Assignee, its successors, heirs and assigns on and as of the Effective Date as fully and entirely as the same would have been held and enjoyed by the Assignors had this Assignment not been made.

The Assignors and Assignee agree that, as of the Effective Date, Assignee shall solely and exclusively own and hold all rights, title and interest in and to the Marks and any right therein and thereof, including, without limitation, the right to, directly or indirectly, exercise, exploit, license out, assign, transfer, convey, commercialize, or otherwise enjoy any and all rights and benefits encompassed by or resulting from any and all of the Marks, all in Assignee's sole discretion, including, but not limited to, the exploitation, licensing out, assignment, transfer, conveyance, commercialization, enjoyment, and exercise of any economic and non-economic rights using, utilizing or based on the Marks and/or any right thereof. Neither the Assignors jointly nor any Assignor individually shall retain, whether expressly, by implication, estoppel or otherwise, any right, title or interest in and to any or all of the Marks or any right therein or thereof. For the avoidance of doubt, Assignee shall solely and exclusively have the right and be entitled, in its sole discretion, in and/or under the laws of any country and jurisdiction, to (i) initiate and/or continue any action, litigation, arbitration or other proceeding, and seek, enforce, and benefit from any right, remedy and/or award, in connection with any or all of the Marks, or any infringement, theft or violation thereof, whether such rights, remedies or infringement are based on any acts, omission or conduct prior to, on or after the Effective Date, and (ii) file, continue, discontinue, prosecute, or abandon any application for registration of any Marks, and (iii) obtain, maintain, cancel, or let expire any registration of any Marks.

If and to the extent requested by Assignee, each Assignor shall cause, and hereby authorizes, the trademark office and similar or comparable agency, office, register, or registrar in any country or jurisdiction to record Assignee as the sole and exclusive owner of any application and/or registration covering the Marks, and to issue any registration, certificate, document or process in such country or jurisdiction, or issue process, presently pending or existing in the future, for any such application and/or registration in the name and for the benefit of Assignee only.

Upon Assignee's request, each Assignor shall provide any assistance, including, without limitation, providing any information and documents, executing any documents and affidavits, providing any testimony, and/or rendering any other assistance, as is necessary or useful for Assignee to secure and perfect sole and exclusive ownership of, and obtain registrations in the name of solely Assignee or a third party designated by Assignee, for the Marks and/or any right therein or thereof, and to otherwise fully effect and implement the provisions in this Assignment. Assignee agrees to reimburse the Assignors for any reasonable and necessary out-of-pocket expense if and to the extent the Assignors have incurred such reasonable and necessary out-of-pocket expense in connection with any testimony and such other assistance, other than executing any documents or affidavits.

The Assignors hereby constitute and appoint Assignee as the Assignors' and each Assignor's true and lawful agent and attorney-in-fact, with full power of substitution and resubstitution, in whole or in part, in the name and stead of the Assignors but on behalf and for the benefit of Assignee and its successors and assigns, to demand, receive and collect any and all of the Marks and to give receipts and releases for and in respect of the same, and from time to time to institute and prosecute in each and all of the Assignors' names, or otherwise for the benefit of Assignee and its successors and assigns, any and all proceedings at law, in equity or otherwise, which Assignee or its successors or assigns may deem proper for the collection or recovery of any of the Marks or for the collection and enforcement of any claim or right of any kind hereby sold, assigned, conveyed and transferred, or intended so to be, and to take any other actions and make, sign, execute, acknowledge and deliver any documents and instruments as may from time to time be necessary or appropriate to assign to Assignee and its successors and assigns the Marks and all rights granted to Assignee under the Purchase Agreement. The Assignors declare, and each Assignor declares, that the foregoing powers are coupled with an interest and are and will be irrevocable by the Assignors or any Assignor or by its dissolution or in any manner or for any reason whatsoever. Nothing in this paragraph will be deemed a waiver of any remedies otherwise available.

Should any section, or portion thereof, of this Assignment be held invalid by reason of any law existing now or in the future in any jurisdiction by any court of competent authority or by a legally enforceable directive of any governmental body, such section or portion thereof shall be validly reformed so as to approximate the intent of the Assignors and Assignee as set forth herein as nearly as possible and, if unreformable, shall be deemed divisible and deleted with respect to such jurisdiction; this Assignment shall not otherwise be affected. This Assignment shall be binding upon each Assignor and all of each Assignor's successors, heirs and assigns, and shall be binding upon and inure to the benefit of Assignee and its successors, heirs and assigns. Except to the extent that U.S. federal law (or outside the U.S., any foreign law) preempts state law with respect to the matters covered by this Assignment, this Assignment is governed by the laws of the State of New York, United States of America, without regard to any conflict of laws provisions that may require the application of any other law.

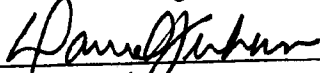
This Assignment coincides with other broader assignments entered into between Assignee and the Assignors and shall not be deemed to limit, alter, impair, defeat, enhance or enlarge any right, obligation, claim or remedy created by such broader assignments or the Purchase Agreement, including any and all of its schedules and exhibits, and in the event of any conflict between the Purchase Agreement and this Assignment, the Purchase Agreement shall prevail.

[Signature page follows]

The parties have executed and delivered this Assignment as of the date indicated in the first sentence of this Assignment.

ASSIGNEE:

Cash America Net Holdings, LLC

By: 
Daniel R. Feehan
President

ASSIGNORS:

THE CHECK GIANT, LLC

By: _____
David Shorr
Manager

- CASHNETUSA AK, LLC, a Delaware limited liability company
- CASHNETUSA AL, LLC, a Delaware limited liability company
- CASHNETUSA AZ, LLC, a Delaware limited liability company
- CASHNETUSA CA, LLC, a Delaware limited liability company
- CASHNETUSA CO, LLC, a Delaware limited liability company
- CASHNETUSA CSO, LLC, a Delaware limited liability company
- CASHNETUSA DE, LLC, a Delaware limited liability company
- CASHNETUSA FL, LLC, a Delaware limited liability company
- CASHNETUSA IA, LLC, a Delaware limited liability company
- CASHNETUSA ID, LLC, a Delaware limited liability company
- CASHNETUSA IL, LLC, a Delaware limited liability company
- CASHNETUSA IN, LLC, a Delaware limited liability company
- CASHNETUSA KS, LLC, a Delaware limited liability company
- CASHNETUSA LA, LLC, a Delaware limited liability company

The parties have executed and delivered this Assignment as of the date indicated in the first sentence of this Assignment.


ASSIGNEE:

Cash America Net Holdings, LLC

By: _____
Daniel R. Feehan
President

ASSIGNORS:

THE CHECK GIANT, LLC


By: 
David Shorr
Manager

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CASHNETUSA MO, LLC, a Delaware limited liability company
CASHNETUSA ND, LLC, a Delaware limited liability company
CASHNETUSA NH, LLC, a Delaware limited liability company
CASHNETUSA NM, LLC, a Delaware limited liability company
CASHNETUSA NV, LLC, a Delaware limited liability company
CASHNETUSA OH, LLC, a Delaware limited liability company
CASHNETUSA OK, LLC, a Delaware limited liability company
CASHNETUSA OR, LLC, a Delaware limited liability company
CASHNETUSA RI, LLC, a Delaware limited liability company
CASHNETUSA SD, LLC, a Delaware limited liability company
CASHNETUSA UT, LLC, a Delaware limited liability company
CASHNETUSA VA, LLC, a Delaware limited liability company
CASHNETUSA WA, LLC, a Delaware limited liability company
CASHNETUSA WI, LLC, a Delaware limited liability company
CASHNETUSA WY, LLC, a Delaware limited liability company
THE CHECK GIANT NM, LLC, a Delaware limited liability company
CASHNETUSA MS, LLC, a Delaware limited liability company

By: **THE CHECK GIANT, LLC**, a Delaware limited liability company

Its: **Manager**

By: 

David Shorr
Manager

SCHEDULE A

Marks

Pending Applications:

<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
CashNetUSA	(USPTO) 78/842,594	March 21, 2006
Global Cash Advance	(USPTO) 78/842,623	March 21, 2006

Abandoned Applications:

<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
CashNetUSA	(USPTO) 78/500,741	October 15, 2004
Global Cash Advance	(USPTO) 78/500,764	October 15, 2004