

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/28/2009		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Dannic IP Holdings		10/19/2010	CORPORATION: BAHAMAS
<b>RECEIVING PARTY DATA</b>			
Name:	Cash Now Inc.		
Street Address:	8900 W. Olympic Blvd.		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	2817007	CASH NOW	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(610)565-5601		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	john@johnberryhill.com		
Correspondent Name:	John Berryhill		
Address Line 1:	4 West Front St.		
Address Line 4:	Media, PENNSYLVANIA 19063		
NAME OF SUBMITTER:	John Berryhill		
Signature:	/John Berryhill/		
Date:	11/04/2010		
Total Attachments: 1			

OP \$40.00 2817007

**900176736**

**TRADEMARK  
 REEL: 004410 FRAME: 0885**



TRADEMARK ASSIGNMENT  
(NUNC PRO TUNC)

Whereas, Dannic IP Holdings, a Bahamas Corporation having a place of business at 111 EAST HILL PLACE NORTH MARKET STREET, P.O. BOX N-9965, NASSAU, BAHAMAS, ("ASSIGNOR") had received assignment of the trademark "CASH NOW" ("the Mark"), registered in the U.S. Patent and Trademark Office, Registration Number 2817007 on February 24, 2004;

Whereas, ASSIGNOR had subsequently licensed the Mark to commonly-owned Cash Now-USA.Com Inc., which had obtained said trademark registration, and;

Whereas, pursuant to an agreement by and among the common owners of Dannic IP Holdings, Cash Now-USA.Com Inc., and with Cash Now Inc., a California Corporation having an address of 8900 W. OLYMPIC BLVD., SUITE 100 BEVERLY HILLS CALIFORNIA 90210 ("ASSIGNEE"), the Mark, the registration thereof, and all goodwill and interest therein were sold and assigned to ASSIGNEE;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR agrees that ASSIGNOR hereby assigned unto ASSIGNEE nunc pro tunc effective as of September 28, 2009, all right, title and interest in and to the Mark throughout the world, the above-identified registration thereof, together with all derivations thereof and including all goodwill associated therewith, whether based on common law or the laws of the various states, and the right (but not the obligation) to assert such registered trademark and other assigned rights to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

In testimony Whereof, ASSIGNOR, and ASSIGNEE as represented by respective ones of their officers, has signed this instrument:

DANNIC IP HOLDINGS INC.

By: Hugo Rubio  
Mr. Hugo Rubio  
President

Date: OCTOBER 19, 2010

CASH NOW INC.

By: Daniel Negari  
Mr. Daniel Negari  
President

Date: Oct 26 2010