

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298617

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beneficial Franchise Company Inc.		09/19/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Beneficial Company LLC		
Street Address:	26525 N. Riverwoods Blvd.		
City:	Mettawa		
State/Country:	ILLINOIS		
Postal Code:	60045		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1196422	BENEFICIAL	
Registration Number:	1314949		
CORRESPONDENCE DATA			
Fax Number:	2149531121		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2149531181		
Email:	docket@hitchcockever.com		
Correspondent Name:	Elisabeth A. Evert		
Address Line 1:	P.O. Box 131709		
Address Line 4:	Dallas, TEXAS 75313-1709		
ATTORNEY DOCKET NUMBER:	HSBC-37953-US		
NAME OF SUBMITTER:	Elisabeth A. Evert		
SIGNATURE:	/Elisabeth A. Evert/		
DATE SIGNED:	03/19/2014		
Total Attachments: 3			
source=130919 Assignment from Beneficial Franchise to Beneficial Company - Rainbow Logo and BENEFICIAL#page1.tif			
source=130919 Assignment from Beneficial Franchise to Beneficial Company - Rainbow Logo and BENEFICIAL#page2.tif			

OP \$65.00 1196422

ASSIGNMENT OF TRADEMARKS

WHEREAS, Beneficial Franchise Company Inc., a Delaware corporation, having a place of business at 26525 N. Riverwoods Blvd., Mettawa, Illinois 60045 ("Assignor"), is the sole and exclusive owner of the trademark registrations described on Schedule A attached hereto and made a part hereof; and

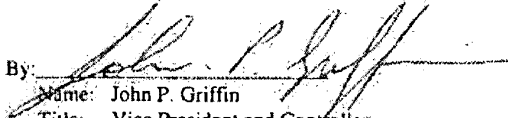
WHEREAS, Beneficial Company LLC, a Delaware ^{limited liability company} corporation, having a place of business at 26525 N. Riverwoods Blvd., Mettawa, Illinois 60045 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said marks and the registrations thereof:

NOW, THEREFORE, for and in consideration of the premises and covenants set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby conveys, assigns, and transfers to Assignee, and its successors and assigns, all of Assignor's right, title and interest in and to the Trademarks described on the attached Schedule A.

IN TESTIMONY WHEREOF, Assignor has executed this assignment by its duly authorized officer this 19 day of September 2013.

Assignor:

Beneficial Franchise Company Inc.

By: 
Name: John P. Griffin
Title: Vice President and Controller

RESTRICTED

TRADEMARK
REEL: 005241 FRAME: 0931

CERTIFICATE OF ACKNOWLEDGEMENT

STATE OF ILLINOIS)

COUNTY OF LAKE)

On this 19th day of September 2013 before me appeared John Griffin,
the person who signed the foregoing instrument, who acknowledged that he/she executed the above
assignment as a free act on behalf of the Assignor identified therein, with authority to do so.

Holley Dahm
Notary Public

Subscribed and sworn to
before me this 19th day of
September, 2013.



My commission expires: April 17, 2014

SCHEDULE A

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Beneficial	1196422	May 25, 1982
Beneficial Rainbow (Design Only)	1314949	Jan. 15, 1985

RESTRICTED

RECORDED: 03/19/2014

TRADEMARK
REEL: 005241 FRAME: 0933