

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM462671

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elevate Credit Service, LLC		01/25/2018	LLC: DELAWARE
RECEIVING PARTY DATA			
Name:	Today Marketing, LLC		
Street Address:	4150 International Plaza, Suite 400		
City:	Fort Worth		
State/Country:	TEXAS		
Postal Code:	76109		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87369643	TODAY CARD	
Serial Number:	87369639	TODAY FINANCIAL	
CORRESPONDENCE DATA			
Fax Number:	4159891663		
<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:	4153914800		
Email:	tm@cpdb.com		
Correspondent Name:	Karen Coblentz Patch Duffy & Bass LLP Frank		
Address Line 1:	One Montgomery Street, Suite 3000		
Address Line 4:	San Francisco, CALIFORNIA 94104		
NAME OF SUBMITTER:	Karen S. Frank		
SIGNATURE:	/karen s. frank/		
DATE SIGNED:	02/20/2018		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK APPLICATIONS

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of January 25, 2018, by and between Elevate Credit Service, LLC, a Delaware limited liability company ("Assignor"), and Today Marketing, LLC, a Delaware limited liability company, with an address of 4150 International Plaza, Suite 400, Fort Worth, Texas 76109 ("Assignee").

WHEREAS, Assignor has intended to use the mark TODAY CARD and the mark TODAY FINANCIAL (each a "Mark," and collectively, the "Marks") in interstate commerce and filed an application for each of the Marks with the United States Patent and Trademark Office on March 13, 2017 based on its bona fide intent to use the Marks in commerce, which applications have been given Serial Nos. 87/369,643 and 87/369,639, respectively (the "Trademark Applications");

WHEREAS, effective January 25, 2018, Assignee obtained from Assignor the portion of Assignor's business to which the Trademark Applications pertain;

WHEREAS, Assignor now desires to assign, and Assignee now desires to acquire, all of the right, title and interest in and to the Marks and the Trademark Applications, including the goodwill of the business associated with the Marks and the Trademark Applications ("Goodwill").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, assigns and sets over unto Assignee, and its successors and assigns, the Marks, the Applications, the Goodwill and the entire portion of the business to which the Trademarks and Trademark Applications relate as required by Section 10 of the Trademark Act (15 USC § 1060).

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of the right, title, and interest in and to the Trademark Applications in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

* * *

IN WITNESS WHEREOF, Assignor has entered into this Assignment as of the date first written above.

ASSIGNOR:

ELEVATE CREDIT SERVICE, LLC,
a Delaware limited liability company

By: 

Name: *Kenneth E. Hall*

Title: *CEO*

ASSIGNEE:

TODAY MARKETING, LLC,
a Delaware limited liability company

By: 

Name: *Kenneth E. Hall*

Title: *CEO*