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STATE OF CALIFORNIA
BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY
DEPARTMENT OF BUSINESS OVERSIGHT

TO: Ca\$h4me, LLC d/b/a Internetpaydayloan.com
1460 Westwood Blvd., Suite 300
Los Angeles, California 90024

DESIST AND REFRAIN ORDER
(For violations of California Financial Code section 23005)

The Commissioner of Business Oversight (“Commissioner”) finds that:

1. At all relevant times, Ca\$h4me, LLC, doing business as InternetPaydayLoan.com (hereinafter “Ca\$h4me”), is a Delaware limited liability company doing business in California at 1460 Westwood Blvd., Suite 300, Los Angeles, California and over the Internet at www.internetpaydayloan.com and using a phone number of (877) 681-1223.

2. Since at least September, 2014, Ca\$h4me has engaged in the business of offering, originating, or making deferred deposit transactions, commonly known as payday loans, in California through its websites. A deferred deposit transaction, as defined by section 23001 of the California Deferred Deposit Transaction Law (Fin. Code, § 2300 et seq.), is made pursuant to a written agreement in which one person gives funds to another person upon receipt of a personal check and it is agreed that the personal check will not be deposited until a later date. “Personal check” as referenced in Financial Code section 23001, includes the electronic equivalent of a personal check such as an Automated Clearing House (“ACH”) or debit card transaction.

3. Customers of Ca\$h4me submit an online loan application and are required to provide their checking account information from which Ca\$h4me automatically deposits loan funds and also debits payments, fees, and interest from the borrowers.

4. Ca\$h4me has not been issued a deferred deposit transaction originator license by the Commissioner authorizing it to engage in the business of deferred deposit transactions in this state,

1 and Ca\$h4me is not exempt from such licensing requirements.

2 Based upon the foregoing findings, the California Commissioner of Business Oversight is of
3 the opinion that Ca\$h4me has engaged in the business of deferred deposit transactions without
4 having first obtained a license from the Commissioner in violation of Financial Code section 23005.
5 Pursuant to Financial Code section 23050, Ca\$h4me, LLC doing business as
6 InternetPaydayLoan.com, is hereby ordered to desist and refrain from offering, originating, or
7 making a deferred deposit transaction, arranging a deferred deposit transaction for a deferred deposit
8 originator, acting as an agent for a deferred deposit originator, or assisting a deferred deposit
9 originator in the origination of a deferred deposit transaction in the State of California without first
10 obtaining a license from the Commissioner, or otherwise being exempt. This Order is necessary, in
11 the public interest, for the protection of consumers and is consistent with the purposes, policies and
12 provisions of the California Deferred Deposit Transaction Law. This order shall remain in full force
13 and effect until further order of the Commissioner.

14 Dated: May 22, 2015
15 Sacramento, CA

JAN LYNN OWEN
Commissioner of Business Oversight

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19 By _____
20 MARY ANN SMITH
21 Deputy Commissioner
22 Enforcement Division
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