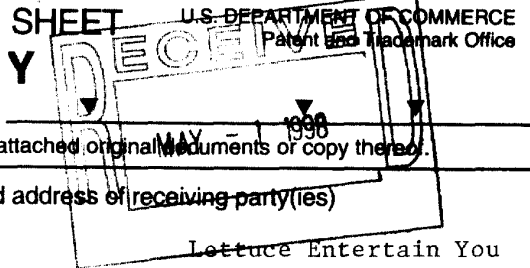


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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

La Creme, Inc.

- Individual(s)
- General Partnership
- Corporation-State : Illinois
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)

Name: Lettuce Entertain You Enterprises, Inc.

Internal Address:

Street Address: 5419 North Sheridan Rd. Chicago, IL 60640

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State: Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 7, 1998

4. Application number(s) or registration number(s):

ATTORNEY DOCKET NO.: 1856-002

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,741,877

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

LAFF, WHITESEL, CONTE & SARET, LTD.  
 ATTORNEYS AT LAW  
 401 NORTH MICHIGAN AVENUE  
 CHICAGO, ILLINOIS 60611-4212

Direct Telephone Calls to: Larry L. Saret  
 at telephone No. (312) 661-2100. Fax (312) 661-0029

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on

Date: 4/16/98 Liane Laff  
 TYPED NAME: LIANE LAFF

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 12-0064

(Attach duplicate copy of this page if paying by deposit account)

05/13/1998 SSNITH 00000254 1741877

DO NOT USE THIS SPACE

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Larry L. Saret  
 Name of Person Signing

Larry L. Saret  
 Signature

April 14, 1998  
 Date

Total number of pages including cover sheet, attachments, and document: 2

**ASSIGNMENT OF SERVICE MARK**


WHEREAS, La Creme, Inc., an Illinois corporation located at 5419 North Sheridan Road, Chicago, Illinois 60640 ("Assignor"), is the owner of the service mark UN GRAND CAFE ("the Service Mark") and U.S. Service Mark Registration No. 1,741,877 pertaining thereto; and

WHEREAS, Lettuce Entertain You Enterprises, Inc., a Delaware corporation, located at 5419 North Sheridan Road, Chicago, Illinois 60640 ("Assignee"), desires to acquire Assignor's worldwide rights in the Service Mark, including the above-named Registration, together with the goodwill of the business symbolized by said Service Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to Assignee all of its rights, title and interest throughout the world in and to said Service Mark and said U.S. Registration, together with all goodwill of the business symbolized by such Service Mark, including the right to sue for all infringements which may have occurred before execution of this Assignment.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of Assignor.

La Creme, Inc.

By:   
(Signature)

Charles L. Haskell  
(Printed name)

Vice President  
(Title)

Date: April 7, 1998