

ASSIGNMENT

Whereas, Steak 'n Shake, Inc., a corporation of the State of Indiana, with a post office address of 500 Century Building, 36 South Pennsylvania Street, Indianapolis, Indiana 46204 (hereinafter "Assignor"), is the owner of the entire right, title and interest in the following marks, and U.S. Trademark Registrations and Application:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
Miscellaneous Design	581,433	10/27/53
STEAK N SHAKE	837,229	10/17/67
STEAK N SHAKE	843,430	01/30/68
STEAK N SHAKE (stylized)	609,979	08/02/55
IN SIGHT IT MUST BE RIGHT STEAK N SHAKE (and design)	649,868	08/06/57
STEAK N SHAKE - IN SIGHT IT MUST BE RIGHT (and design)	680,071	06/09/59
STEAK N SHAKE - IN SIGHT IT MUST BE RIGHT (and design)	1,045,867	08/10/76
IN SIGHT IT MUST BE RIGHT	958,629	05/08/73
IN SIGHT IT MUST BE RIGHT	948,362	12/05/72
STEAK N SHAKE "IT'S A MEAL" (stylized)	925,657	12/14/71
STEAK N SHAKE FAMOUS FOR STEAKBURGERS (stylized)	1,012,475	06/03/75
FAMOUS FOR STEAKBURGERS	1,272,197	03/27/84
TAKHOMASAK (stylized)	967,208	08/28/73
TAKHOMASAK (stylized)	979,040	02/19/74
FAXASAK	1,911,807	08/15/95

Pending Application

STEAK N SHAKE FAMOUS FOR
STEAKBURGERS & DESIGN

Serial No. 75/337.193 filed 08/07/97

WHEREAS, SNSTM, Inc., a corporation of the State of Delaware, having a post office address of 900 Market Street, Suite 200, Wilmington, Delaware 19801 (hereinafter "Assignee"), is desirous of acquiring said marks and the related registrations and application:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto the said Assignee all right, title and interest in the above marks, together with the goodwill of the business symbolized by said marks, and the above-identified registrations and application.

STEAK 'N SHAKE, INC.

Date: Sept 24, 1997

By: Mary Hall Mueller
Mary Hall Mueller, Vice President

STATE OF INDIANA)

) SS:

COUNTY OF MARION)

Before me, a Notary Public, in and for said Country and State, personally appeared the above-named Assignor, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as their free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Donna S. DeBoor

Notary Public

Printed: DONNA S. DEBOOR

Resident of MARION County

My Commission Expires:

JANUARY 29, 2000

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