



100865308

Atty Docket No. A0282.180713

10-22-98

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

1. Name of conveying party(ies):
Traditional Concepts, Inc.

Individuals(s) Association
 General Partnership Limited Partnership
 Corporation-State - Oregon
 Other _____

Additional names(s) of conveying party(ies) attached Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: September 28, 1998

2. Name and address of receiving party(ies)
Name: **McCormick & Schmick Holding Corp.**

Internal Address: Suite 550

Street Address: 720 S.W. Washington

City: Portland State: **OR** 97205-3507

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

Additional names(s) & address(es) attached? Yes No

4. Application numbers(s) or patent numbers(s):

A. Trademark Application No.(s)
1,610,827

Additional numbers attached? Yes No

B. Trademark Registration No.(s)
1,610,827

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

Name: Joan L. Dillon

Internal Address: Kilpatrick Stockton LLP
Suite 2800

Street Address: 1100 Peachtree Street

City: Atlanta State: GA Zip: 30309

6. Total number of applications and registrations involved:

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

Enclosed

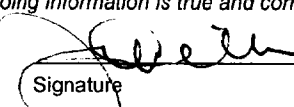
Authorized to be charged to deposit account
The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:
11-0860

DO NOT USE THIS SPACE

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.

Joan L. Dillon _____
Name of Person Signing

 _____
Signature

October 16, 1998
Date

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

10/30/1998 BNGUYEN 00000190 1610827
01 FC:481 40.00 OP

ASSIGNMENT

This Assignment is made and entered into this 28th day of September 1998, between **Traditional Concepts, Inc.**, an **Oregon** corporation with offices at 720 S.W. Washington, Portland, Oregon 97205-3507, ("**Assignor**"), **McCormick & Schmick Holding Corp.**, a **Delaware** corporation with offices at 720 S.W. Washington, Portland, Oregon 97205-3507 ("**Assignee**"):

WHEREAS, Assignor has adopted and used in the United States the service mark, JAKE'S, Registration No. 1,610,827 ("**Mark**") in connection with its business, and is the owner of the Mark, and owns a federal registration of this Mark;

WHEREAS, Assignee is desirous of confirming as a matter of record its acquisition of the Mark, together with the good will of the business connected with the Mark;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and all causes of action and claims based on past actions or infringement related to the Mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and effective the 28th day of September, 1998.

TRADITIONAL CONCEPTS, INC.

By: 

Name: Jerry R. KELS
Title: VICE PRES OF FINANCE