

3/22/99

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HEET

OMB No. 0651-0011 (Rev. 4-94)



Tab settings

To the Honorable Commissioner of Patents

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attached original documents or copy thereof.

1. Name of conveying party(ies):

Lettuce Entertain You Enterprises, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: March 15, 1999

2. Name and address of receiving party(ies)

Name: ICON LLC, Internal Address, Street Address: 5419 North Sheridan Road Chicago, IL 60640

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company-Illinois

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

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

ATTORNEY DOCKET NO.: 5306-003

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,887,526

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: 03/18/99

TYPED NAME: Robbi Shew

6. Total number of applications and registrations involved: 1

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

- Enclosed, Deficiencies, Authorized to be charged to deposit account

8. Deposit account number: 12-0064

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

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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

03/18/99 Date

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

**ASSIGNMENT OF TRADEMARK**

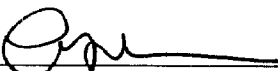
WHEREAS, Lettuce Entertain You Enterprises, Inc., a Delaware corporation located at 5419 North Sheridan Road, Chicago, Illinois 60640 ("Assignor"), is the owner of the service mark ICON ENTERTAINMENT and Design ("the Service Mark") and U.S. Registration No. 1887,526 ("Registration") pertaining thereto; and

WHEREAS, Icon LLC, a limited liability company located at 5419 North Sheridan, 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 trademark;

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 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.

Lettuce Entertain You Enterprises, Inc.

By: 

Name: Charles L. Haskell

Title: Senior Executive Vice President

Date: March 15, 1999