

12-28-1999



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TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RECORDATION FORM COVER SHEET

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TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS:

Please record the attached original documents or copy thereof:

1. Name and address of conveying party:

Mrs. Fields Original Cookies, Inc.
A Delaware corporation
2855 East Cottonwood Parkway
Suite 400
Salt Lake City, Utah 84121

I HEREBY CERTIFY THAT THE FOREGOING DOCUMENTS ARE BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL, POSTAGE PREPAID, IN AN ENVELOPE ADDRESSED TO: BOX ASSIGNMENT, COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C. 20231.

Heidi Van Baalen

Name: Heidi Van Baalen

Date of Deposit: December 10, 1999

2. Name and address of receiving party:

Pretzel Time, Inc.
A Pennsylvania corporation
2855 East Cottonwood Parkway
Suite 400
Salt Lake City, Utah 84121

3. Nature of conveyance: Assignment

Execution Date: December 8, 1999

4. Application number:

A. Serial No.: 75/540,393
Mark: FRESHNESS WITH A TWIST
Filing Date: August 21, 1998

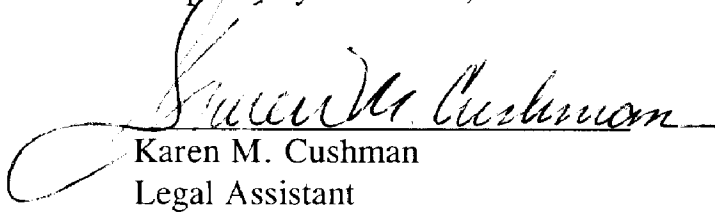
5. Name and address of party to whom correspondence concerning document should be mailed:

Jere M. Webb
Stoel Rives LLP
900 S.W. Fifth Avenue, Suite 2300
Portland, Oregon 97204
(503) 224-3380

00000201 75540393
11011 6667/12/21
40.00 DP
FC:481

6. Total number of applications and registrations involved: 1
7. Total fee (37 CFR 3.41): \$40.00
8. The Commissioner is hereby authorized to charge any additional fees which may be required in connection with the recording of this document or to credit any overpayment to Deposit Account No. 19-4455.
9. 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.

Respectfully submitted,



Karen M. Cushman
Legal Assistant

Total number of pages comprising cover sheet and conveyance:

Date: December 10, 1999
STOEL RIVES LLP
900 SW Fifth Avenue, Suite 2600
Portland, Oregon 97204-1268
Telephone: (503) 224-3380
Attorney Docket No. 28056/20

ASSIGNMENT OF APPLICATION FOR REGISTRATION OF A MARK

WHEREAS, MRS. FIELDS ORIGINAL COOKIES, INC., of 2855 East Cottonwood Parkway, Suite 400, Salt Lake City, UT 84121 has adopted and is using a mark for which said assignor has filed an application for registration in the United States Patent and Trademark Office, Serial No. 75/540,393 August 21, 1998; and

WHEREAS, PRETZEL TIME, INC., a Pennsylvania corporation, of 2855 East Cottonwood Parkway, Suite 400, Salt Lake City, UT 84121, is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said MRS. FIELDS ORIGINAL COOKIES, INC. does hereby assign unto the said PRETZEL TIME, INC. all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified application for registration of said mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to said assignee.

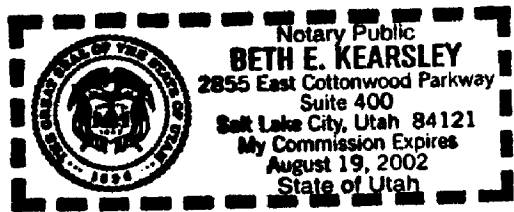
MRS. FIELDS ORIGINAL COOKIES, INC.

By: Michael R. Ward
Michael R. Ward
Vice President

Dated: 12/8/99

STATE OF UTAH)
) ss.
County of Salt Lake)

On this 8 day of December, 1999, before me appeared Michael R. Ward, the person who signed this instrument, who acknowledged that he was the Vice President of MRS. FIELDS ORIGINAL COOKIES, INC. and has signed this Assignment on behalf of MRS. FIELDS ORIGINAL COOKIES, INC. with authority to do so.



Beth E. Kearsley
Notary Public for Utah
My commission expires: Aug. 19, 2002