

MRD 12-27-99

02-04-2000

OMB No 0651-0111 (exp 4/94) 98,179

TRADEMA



Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please attach the attached original documents or copy thereof

1. Name of conveying party(ies):

Elimarc Associates, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: December 15, 1999

2. Name and address of receiving party(ies)

Name: The Eli's Cheesecake Company

Internal Address:

Street Address: 6701 W. Forest Preserve Drive

City: Chicago State: IL ZIP: 60634

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

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

A. Trademark Application No.(s)

75/794,261

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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

Name: Irwin C. Alter

Internal Address: ALTER AND WEISS

Street Address: 105 W. Adams St.

Suite 2700

City: Chicago State: IL ZIP: 60603

6. Total number of applications and registrations involved: One

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

01-1154

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



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.

Irwin C. Alter
Name of Person Signing

Irwin C. Alter
Signature

2/16/99
Date

Total number of pages including cover sheet, attachments, and document: 1

Mail documents to be recorded with required cover sheet information

TRADEMARK
REEL: 002016 FRAME: 0541

ASSIGNMENT

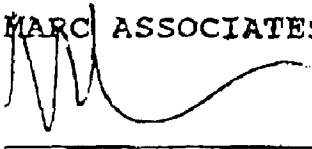
THIS ASSIGNMENT is made as of the 15th day of December, 1999.

WHEREAS, prior to this time an assignment of all of the assets including but not limited to goodwill, patents, trademarks, copyrights, license agreements and any and all other intangible assets of ELIMARC ASSOCIATES, INC., an Illinois Corporation, (Assignor) was conveyed to THE ELI'S CHEESECAKE COMPANY, an Illinois corporation, (Assignee); and

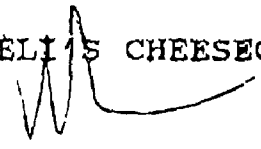
WHEREAS, it is desired to record the conveyance of Trademark Application Serial No. 75/794,261 filed in the U.S. Patent and Trademark Office on August 10, 1998 for the trademark ELI'S SENSATIONAL SLICES.

NOW THEREFORE for \$1.00 and other good and valuable consideration, ELIMARC ASSOCIATES, INC. hereby conveys nunc pro tunc to THE ELI'S CHEESECAKE COMPANY all right and title to the above pending trademark application together with goodwill associated with the mark covered by the application and all rights to sue for past infringement and/or misappropriation of the mark.

ELIMARC ASSOCIATES, INC., Assignor

By 
Name: _____
Title: Pres

THE ELI'S CHEESECAKE COMPANY, Assignee

By: 
Name: _____
Title: Pres

Dated: 12/15/99

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