

05-05-2000

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Expires 06/30/99  
OMB 0651-0027



U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

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OPR/FINANCE

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID# \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

4-14-00

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Change of Name
- Other \_\_\_\_\_

Effective Date  
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
3 28 2000

Name Steven G. Rudolf

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization USA

Receiving Party

Mark if additional names of receiving parties attached

Name McDonald's Corporation

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) One McDonald's Plaza

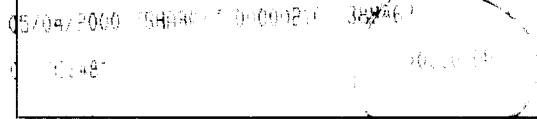
Address (line 2) \_\_\_\_\_

Address (line 3) Oak Brook IL 60523  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative is attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY



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Mail documents to be recorded with required cover sheet(s) information to:  
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TRADEMARK  
REEL: 002066 FRAME: 0948

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

**Area Code and Telephone Number**

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property)

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1,389,462"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

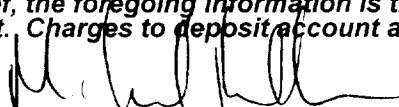
Authorization to charge additional fees:

Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Michael G. Kelber  
Name of Person Signing



Signature

April 12, 2000  
Date

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, Steven G. Rudolf, an individual and resident of the State of Indiana, having a business address at 135 North Pennsylvania Street, Suite 2700, Indianapolis, Indiana 46204 ("Assignor"), is the owner of the entire right, title and interest in the service mark "We Like to See You Smile" and related U.S. Service Mark Registration No. 1,389,462.

**WHEREAS**, McDonald's Corporation, a corporation organized and existing under the laws of the State of Delaware ("Assignee"), desires to acquire all right, title and interest in the Marks and related registrations, together with that portion of the goodwill of the business associated therewith.

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:**

In order to make and record a specific formal Assignment of the Mark and related Registrations therefor from ASSIGNOR to ASSIGNEE, be it known that for and in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, ASSIGNOR has sold, assigned, transferred and set over, and by this instrument does hereby sell, assign, transfer and set over to ASSIGNEE, and its successors and assigns, the entire right, title and interest owned by ASSIGNOR in and to the Mark and related Registration therefor, together with that portion of the goodwill of its business associated therewith, and all claims for past damages by reason of infringement of said Mark and with the right to sue for and collect the same for ASSIGNEE's own benefit and for the benefit of its successors, assigns and other legal representatives.

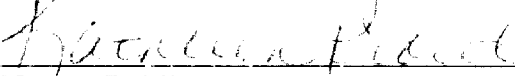
And ASSIGNOR does hereby covenant and agree, for itself and its successors and assigns, that it will execute and deliver to ASSIGNEE, without expense to itself, any and all additional documents and perform any further acts necessary to vest in ASSIGNEE the rights hereby conveyed.

**IN TESTIMONY WHEREFORE**, ASSIGNOR has caused this instrument to be signed as shown below.

  
\_\_\_\_\_  
Steven G. Rudolf

Dated: March 28, 2000

**SUBSCRIBED & SWORN TO**  
before me this 28<sup>th</sup> day  
of March, 2000.

  
\_\_\_\_\_  
Notary Public  
My Commission expires: 2-28-02  
268193 Notary Public, Indiana