

11-9-00

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

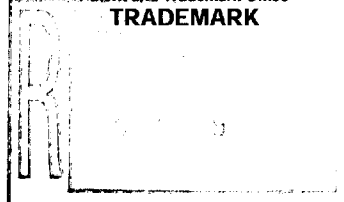
12-05-2000

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



101539858

**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 #

**Conveyance Type**

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

Effective Date  
Month Day Year  
10 31 2000

**Conveying Party**

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
10 31 2000

Name

Formerly

1116204

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

**Receiving Party**

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

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

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 should be attached. (Designation must be a separate document from Assignment.)

**FOR OFFICE USE ONLY**

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK**  
REEL: 002186 FRAME: 0085

**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" value="1,116,204"/>	<input type="text" value="1,706,992"/>	<input type="text" value="1,668,878"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,657,535"/>	<input type="text" value="1,658,596"/>	<input type="text" value="1,647,560"/>
<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.

Suzanne M. Grady, Vice President  
of Juicy Lucy's, Inc.



10-31-00

Name of Person Signing

Signature

Date Signed

## ASSIGNMENT OF REGISTRATIONS

WHEREAS, **Juicy Lucy's, Inc.**, a Florida corporation, with an address of 1938 Hill Avenue Fort Myers, Florida 33901, (the "**Assignor**") has adopted, used and is using the marks referenced in Schedule A attached hereto, which are registered in the United States Patent and Trademark Office;

WHEREAS, **HDOS Enterprises**, a California corporation, with an address of 5601 Palmer Way Carlsbad, California 92008, (the "**Assignee**") is desirous of acquiring those marks and the registrations thereof;

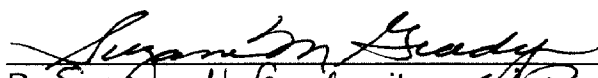
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title and interest in and to the marks, together with the good will of the business symbolized by the marks, and the above identified registrations thereof.

### Schedule A

Mark	Registration Number	Registration Date
"Juicy Lucy"	U.S. Trademark Registration Number: 1,116,204	April 3, 1979
"Juicy Lucy's"	U.S. Trademark Registration Number: 1,706,992	August 11, 1992
"Juicy Lucy's"	U.S. Servicemark Registration Number: 1,668,878	December 17, 1991
"Juicy Lucy's Name and Logo"	U.S. Trademark Registration Number: 1,657,535	September 17, 1991
"Juicy Lucy's Name and Logo"	U.S. Servicemark Registration Number: 1,658,596	September 24, 1991
"Big Juicys"	U.S. Trademark Registration Number: 1,647,560	June 11, 1991

Done this October 31<sup>st</sup>, 2000 by the Assignor.

Assignor: Juicy Lucy's, Inc.

  
By Suzanne M. Grady, its VP.

STATE OF FLORIDA )  
COUNTY OF Lee )

The foregoing instrument was acknowledged before me this 31<sup>st</sup> day of October 2000, by Suzanne Gady, as Vice President of Juicy Lucy's, Inc. who is personally known to me or who has produced drivers License as identification and who did (did not) take an oath.



Rebecca D. Stokes  
MY COMMISSION # CC846473 EXPIRES  
June 14, 2003  
BONDED THRU TROY FAIN INSURANCE, INC.

Rebecca D. Stokes  
Notary Public  
Rebecca D. Stokes  
(Typed Name)

My Commission expires:

**Schedule 4.8****Intellectual Property Rights**

1. U.S. Trademark Reg. No. 1,116,204, registered April 3, 1979, for "Juicy Lucy."
2. U.S. Trademark Reg. No. 1,706,992, registered August 11, 1992, for "Juicy Lucy's."
3. U.S. Service Mark Reg. No. 1,668,878, registered December 17, 1991, for "Juicy Lucy's."
4. U.S. Trademark Reg. No. 1,657,535, registered September 17, 1991, for "Juicy Lucy's Name and Logo."
5. U.S. Service Mark No. 1,658,596, registered September 24, 1991, for "Juicy Lucy's Name and Logo."
6. U.S. Trademark Reg. No. 1,647,560, registered June 11, 1991, for "Big Juicys."