



03-09-2001

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Conveying Party

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Name Keebler Company

08/29/2000

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name DUNKIN' DONUTS USA, INC.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 3000 Town Center

Address (line 2) Suite 3000

Address (line 3) Southfield

Michigan

48075

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Michigan

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Stephanie K. Wade
Name of Person Signing

Stephanie Wade
Signature

3/9/01
Date Signed

ASSIGNMENT

WHEREAS, KEEBLER COMPANY, a Delaware corporation with its principal place of business at 677 Larch Avenue, Elmhurst, Illinois 601276 (the "Assignor") is the owner of the marks MUNCHKINS and MUNCH-KINS for baked goods (the "Marks") in the United States, United States Trademark Registration No. 781,831, and the goodwill symbolized by the Marks;

WHEREAS, DUNKIN' DONUTS USA, INC., a Michigan corporation having a principal business address of 3000 Town Center, Suite 3000, Southfield, Michigan 48075 (the "Assignee"), is desirous of acquiring all of the rights, title and interest of the Assignor in and to the Marks, Registration No. 781,831, and the goodwill symbolized thereby.

NOW, THEREFORE, for and in consideration of the sum of \$10.00 (Ten Dollars) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor does hereby sell, assign, transfer, and convey to Assignee all rights, title and interest in and to the Marks, the goodwill symbolized thereby, United States Trademark Registration No. 781,831, and the right to recover damages for past acts of infringement.

