

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dairy Queen of Greater St. Louis, Inc.		10/31/2001	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	American Dairy Queen Corporation
Street Address:	7505 Metro Boulevard
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55439
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number
Registration Number:	1632686

CORRESPONDENCE DATA

Fax Number: (612)333-0066
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 612 343-2924
 Email: trademark@gpmlaw.com
 Correspondent Name: Gwen Spurrier
 Address Line 1: P.O. Box 2906
 Address Line 4: Minneapolis, MINNESOTA 55402-0906

ATTORNEY DOCKET NUMBER:	56941-US-169
NAME OF SUBMITTER:	Gwen Spurrier

CH \$40.00 1632686

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK AND REGISTRATION

WHEREAS, Dairy Queen of Greater St. Louis, Inc., having its principal office at 11911 Westline Drive, St. Louis, MO 63146-3200 and Samuel J. Temperato, individually (collectively "Assignor"), have adopted and are using the MACHO MEAL mark, and are the owner of United States Patent and Trademark Office registration number 1632686 dated January 22, 1991, (the "Mark"), and which registration is subsisting and valid, and

WHEREAS, the MACHO MEAL Mark has also been registered with the State of Missouri and the State of Illinois (the "State Registrations"), which registrations may no longer be valid, and

WHEREAS, American Dairy Queen Corporation, a Delaware corporation having its principal office at 7505 Metro Boulevard, Minneapolis, Minnesota 55439 ("Assignee"), is desirous of acquiring the Mark and the registration thereof,

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns all rights, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, any rights to any past infringements of the Mark, any derivative or similar rights relating to the Mark, and the above-identified registration of the Mark, to the Assignee, and further assigns all rights, titles and interest which it has in the State Registrations, if any.

Date: _____

14/31/01

Dairy Queen of Greater St. Louis, Inc.

By: _____

Title _____

Samuel J. Temperato, individually:

Samuel J. Temperato