

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Prefco Corp.		12/31/2003	CORPORATION: DELAWARE

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Blue Ribbon, LP
<b>Street Address:</b>	6633 Portwest Drive
<b>Internal Address:</b>	Suite 160
<b>City:</b>	Houston
<b>State/Country:</b>	TEXAS
<b>Postal Code:</b>	77024
<b>Entity Type:</b>	PARTNERSHIP: TEXAS

<b>PROPERTY NUMBERS Total: 4</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2145625	BUM'S FAVORITE! BUM PHILLIPS
Registration Number:	2086928	BUM'S FINEST
Registration Number:	2064470	BLUE RIBBON BRAND
Registration Number:	2459977	BLUE RIBBON BRAND TEXAS TRADITIONS CO.

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)616-5700
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	312-616-5652
<b>Email:</b>	lsullivan@leydig.com
<b>Correspondent Name:</b>	Leydig Voit & Mayer, Ltd.
<b>Address Line 1:</b>	Two Prudential Plaza, 180 N. Stetson
<b>Address Line 2:</b>	Suite 4900
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601-6780

<b>NAME OF SUBMITTER:</b>	Lynn A. Sullivan
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Total Attachments: 1

**900004384**

**TRADEMARK  
 REEL: 002778 FRAME: 0384**

**CH \$115.00 2145625**



**ASSIGNMENT OF U.S. TRADEMARKS**

WHEREAS, Prefco Corp., a Delaware corporation having its principal place of business at 1033 Skokie Boulevard, Northbrook, IL 60062, has adopted, used, is using and is the owner of the following trademarks:

**BUM'S FAVORITE! BUM PHILLIPS & Design**, Reg. No. 2,145,625,  
**BUM'S FINEST & Design**, Reg. No. 2,086,928,  
**BLUE RIBBON BRAND & Design**, Reg. No. 2,064,470,  
**BLUE RIBBON BRAND TEXAS TRADITIONS CO.**, Reg. No. 2,459,977

Registered in the United States Patent and Trademark Office;

WHEREAS, Blue Ribbon, LP, a Texas limited partnership, having its principal place of business at 6633 Portwest Drive, Suite 160, Houston, Texas 77024, is desirous of acquiring said marks;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by said marks and registrations thereof, and including all common-law and other rights in said marks, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said marks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect the 31st day of December 2003.

Prefco Corp.   
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By: Thomas M. Dalton  
Title: CEO