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PTO-1594  
(Rev. 6-93)

RECORDATION FORM  
**TRADEMARKS ONLY**

Department of Commerce  
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

|   |  |
|---|--|
| <p>1. Name of conveying party(ies):<br/>NEW WORLD RESTAURANT GROUP, INC.</p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association<br/> <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership<br/> <input checked="" type="checkbox"/> Corporation/State - <u>DELAWARE</u><br/> <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>3. Nature of conveyance:<br/> <input type="checkbox"/> Assignment      <input type="checkbox"/> Merger<br/> <input checked="" type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name<br/> <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>JULY 8, 2003</u></p> | <p>2. Name and address of receiving party(ies):<br/>Name: <u>THE BANK OF NEW YORK</u><br/>Internal Address: <u>AS A COLLATERAL AGENT</u></p> <p>Street Address: <u>101 BARCLAY STREET, FLOOR 8 WEST</u></p> <p>City: <u>New York</u>      State: <u>NY</u>      ZIP: <u>10286</u></p> <p>Country: <u>U.S.A.</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____<br/> <input type="checkbox"/> Association _____<br/> <input type="checkbox"/> General Partnership _____<br/> <input type="checkbox"/> Limited Partnership _____<br/> <input checked="" type="checkbox"/> Corporation _____<br/> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No<br/>(Designations must be a separate document from assignment)</p> <p>Additional name(s) &amp; Address(es) attached?    Yes    No <input checked="" type="checkbox"/></p> |
|---|--|

4. Application number(s) or trademark number(s): SEE ATTACHED LISTS  
 If this document is being filed together with a new application, the execution date of the application is N/A

|   |   |
|---|---|
| A. Trademark Application No(s)<br>See attached list   | B. Trademark No(s)<br>See Attached List |
| Additional numbers attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |   |

|   |  |
|---|--|
| <p>5. Name and address of party to whom correspondence concerning document should be mailed:<br/>Name <u>DENISE S. BEZERRA</u><br/>Internal Address: <u>Mayer Brown, Rowe &amp; Maw LLP</u></p> <p>Street Address: <u>1909 K Street, NW</u></p> <p>City: <u>Washington</u>      State: <u>DC</u>      ZIP: <u>20006</u></p> | <p>6. Total number of applications and trademarks involved: <u>7</u></p> <p>7. Total fee (37 CFR 3.41): <u>\$190.00</u><br/> <input checked="" type="checkbox"/> Enclosed <u>check # 2615</u><br/> <input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>N/A</u><br/>(Attach duplicate copy of this page if paying by deposit account)</p> |
|---|--|

DO NOT USE THIS SPACE

9. 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.

Denise S. Bezerra      *Denise S. Bezerra*      Date September 4, 2003  
 Name of Person Signing      Signature

Total number of pages comprising cover sheet and document attachments: 69

09/06/2003 BBYRNE 00000031 75819491  
01 FC:8521 40.00 OP  
02 FC:8522 150.00 OP

20608627.1 42010241

(1) Trademarks of New World Coffee - Manhattan Bagel, Inc. as of June 2003<sup>1</sup>

| MARK   | COUNTRY       | APPLICATION / REGISTRATION                                     | CLASS / GOODS / SERVICES  | CURRENT STATUS / NOTES  | NEXT ACTION DUE   |
|--|---------------|--|---|---|---|
| ①<br>MOUNTAIN RIDGE<br>New World Coffee-Manhattan Bagel, Inc.            | United States | Application No.<br>75/819,491                                  | Class 30: whole bean coffee, ground coffee, coffee, and coffee-based beverage containing milk   | Filed 10/12/99; Office actions issued 2/24/00; 12/7/00; 12/6/01; Published 11/12/02; Allowed 2/4/03 | File statement of use or extension request by 8/4/03        |
| ②<br>NEW WORLD COFFEE<br>New World Coffee-Manhattan Bagel, Inc.          | United States | Application No.<br>74/521,361<br>Registration No.<br>1,889,054 | Class 42: retail store services featuring ground and whole bean coffee, coffee, tea and espresso beverages; restaurant services, namely coffee cafe services featuring coffee and espresso beverages; mail order services featuring ground and whole bean coffee and espresso | Filed 5/5/94; Registered 4/11/95; Section 8 & 15 Affidavit accepted 4/21/01                         | Renew by 5/5/04   |
| ③<br>NEW WORLD COFFEE<br>New World Coffee-Manhattan Bagel, Inc.          | United States | Application No.<br>74/359,961<br>Registration No.<br>1,858,231 | Class 30: coffee, espresso, coffee based food beverages and bulk coffee beans   | Filed 2/17/93; Registered 10/11/94; Section 8 & 15 Affidavit Accepted 11/17/00                      | Renew by 10/11/04   |
| ④<br>NEW WORLD COFFEE & BAGELS<br>New World Coffee-Manhattan Bagel, Inc. | United States | Application No.<br>75/269,517<br>Registration No.<br>2,130,746 | Class 42: restaurant services   | Filed 4/4/97; Registered 1/20/98  | Section 8 & 15 Affidavit due by 1/20/04<br>Renew by 1/20/08 |

<sup>1</sup> Name change documents evidencing change to New World Restaurant Group, Inc. were mailed to USPTO on April 18, 2003.  
604053909-003 NYWORLD/135692 v1 7/2/2003 12:48:56 AM (24446)

Attachment to Item A of Schedule IV

| MARK  | COUNTRY       | APPLICATION / REGISTRATION                                     | CLASS / GOODS / SERVICES   | CURRENT STATUS / NOTES  | NEXT ACTION DUE   |
|---|---------------|--|--|---|---|
| <p>NEW WORLD COFFEE and Design<br/>New World Coffee-Manhattan Bagel, Inc.</p> | United States | Application No.<br>76/078,319<br>Registration No.<br>2,634,042 | Class 30: ready-to-drink coffee, coffee beans and tea<br>Class 35: retail store and online retail store services featuring food<br>Class 42: restaurant services | Filed 6/27/00; Registered 10/15/02<br>registration certificate in file      | Section 8 & 15 Affidavit due by 10/15/08<br>Renew by 10/15/12 |
| <p>NEW WORLD FREEZERS<br/>New World Coffee-Manhattan Bagel, Inc.</p>          | United States | Application No.<br>75/720,949<br>Registration No.<br>2,510,968 | Class 30: beverages, namely coffee and coffee based beverages containing milk<br>Class 32: beverages, namely, fruit drinks and coffee flavored soft drinks       | Filed 6/3/99; Registered 11/20/01   | Section 8 & 15 Affidavit due by 11/20/07<br>Renew by 11/20/11 |
| <p>SUMMERTIME BLEND<br/>New World Coffee-Manhattan Bagel, Inc.</p>            | United States | Application No.<br>74/521,359<br>Registration No.<br>1,905,801 | Class 30: coffee, espresso, and bulk coffee beans  | Filed 5/5/94; Registered 7/18/95; Section 8 & 15 Affidavit accepted 8/21/01 | Renew by 7/18/05  |

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604053909-003 NYWORD/135692 v1

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## TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of July 8, 2003, is made between NEW WORLD RESTAURANT GROUP, INC., a Delaware corporation (the "Grantor"), and THE BANK OF NEW YORK, in its capacity as trustee, as Collateral Agent (together with its successor(s) thereto, in such capacity the "Collateral Agent") for each of the Secured Parties;

### W I T N E S S E T H :

WHEREAS, the Issuer, the other Grantors and the Collateral Agent, as trustee, have entered into an Indenture, dated as of July 8, 2003 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Indenture"), and in connection therewith, the Issuer has issued (the "Notes Issuance") its Senior Secured Notes due 2008 (and, if applicable, its Senior Secured Notes due 2008, Series B issued in exchange therefor) (collectively, the "Notes");

WHEREAS, the Grantors have entered into that certain Loan and Security Agreement, dated as of July 8, 2003 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Loan Agreement") among the financial institutions named therein (the "Senior Lenders") as lenders, Amsouth Bank, as the agent (the "Agent"), and Amsouth Capital Corp., as the administrative agent, pursuant to which such lenders have agreed to make certain loans and other financial accommodations to the Grantors from time to time, which Loan Agreement is referenced as the Senior Credit Facility under the Indenture, and the other Grantors hereto have each entered into various agreements granting Liens to the Agent for the benefit of the Senior Lenders as well;

WHEREAS, in connection with the Indenture, the Grantor has executed and delivered a Pledge and Security Agreement, dated as of July 8, 2003 (as amended, supplemented, amended and restated or otherwise modified from time to time, the "Pledge and Security Agreement");

WHEREAS, as a condition precedent to the Notes Issuance, the Grantor is required to execute and deliver this Agreement and to grant to the Collateral Agent a continuing security interest in all of the Trademark Collateral (as defined below) to secure all Secured Obligations;

WHEREAS, the Grantor has duly authorized the execution, delivery and performance of this Agreement; and

WHEREAS, it is in the best interests of each Grantor to execute this Agreement inasmuch as such Grantor will derive substantial direct and indirect benefits from proceeds of the Notes issued by the Issuer;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and in order to induce the Holders to acquire the Notes and maintain the Indebtedness evidenced thereby, the Grantor agrees, for the benefit of each Secured Party, as follows:

**SECTION 1. Definitions.** Unless otherwise defined herein or the context otherwise requires, terms used in this Agreement, including its preamble and recitals, have the meanings provided (or incorporated by reference) in the Pledge and Security Agreement.

**SECTION 2. Grant of Security Interest.** For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to secure all of the Secured Obligations, the Grantor does hereby mortgage, pledge and hypothecate to the Collateral Agent, and grant to the Collateral Agent a security interest in, for its benefit and the benefit of each Secured Party, all of the following property (the "Trademark Collateral"), whether now owned or hereafter acquired or existing by it:

- (a) all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, certification marks, collective marks, logos, other source of business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of a like nature (all of the foregoing items in this clause (a) being collectively called a "Trademark"), now existing anywhere in the world or hereafter adopted or acquired, whether currently in use or not, all registrations and recordings thereof and all applications in connection therewith, whether pending or in preparation for filing, including registrations, recordings and applications in the United States Patent and Trademark Office or in any office or agency of the United States of America or any State thereof or any foreign country, including those referred to in Item A of Schedule IV attached hereto;
- (b) all Trademark licenses, including each Trademark license referred to in Item B of Schedule IV attached hereto;
- (c) all reissues, extensions or renewals of any of the items described in clause (a) and (b);
- (d) all of the goodwill of the business connected with the use of, and symbolized by the items described in, clauses (a) and (b); and
- (e) all proceeds of, and rights associated with, the foregoing, including any claim by the Grantor against third parties for past, present or future infringement or dilution of any Trademark, Trademark registration or Trademark license, including any Trademark, Trademark registration or Trademark license referred to in Item A and Item B of Schedule IV attached hereto, or for any injury to the goodwill associated with the use of any such Trademark or for breach or enforcement of any Trademark license.

**SECTION 3. Pledge and Security Agreement.** This Agreement has been executed and delivered by the Grantor for the purpose of registering the security interest of the Collateral Agent in the Trademark Collateral with the United States Patent and Trademark Office and corresponding offices in other countries of the world. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Collateral Agent for its benefit and the benefit of each Secured Party under the Pledge and Security Agreement. The Pledge and Security Agreement (and all rights and remedies of the Collateral Agent and each Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

**SECTION 4. Release of Security Interest.** Upon payment in full in cash of all Secured Obligations, the Collateral Agent shall, at the Grantor's expense, execute and deliver to the Grantor all instruments and other documents as may be necessary or proper to release the lien on and security interest in the Trademark Collateral which has been granted hereunder.

**SECTION 5. Acknowledgment.** The Grantor does hereby further acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

**SECTION 6. Related Document, etc.** This Agreement is a Related Document executed pursuant to the Indenture and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions of the Indenture.

**SECTION 7. Counterparts.** This Agreement may be executed by the parties hereto in several counterparts, each of which shall be deemed to be an original and all of which shall constitute together but one and the same agreement.



[Signature page to Trademark Security Agreement]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

NEW WORLD RESTAURANT GROUP, INC., a  
Delaware corporation

By \_\_\_\_\_  
Name:  
Title:

THE BANK OF NEW YORK, as Collateral Agent

By M. Giesmlewski  
Name:  
Title: **MARGARET M. GIESMELEWSKI**  
VICE PRESIDENT



Item A. Trademarks: See attachment.

Item B. Trademark Licenses: The licenses listed below and the existing franchise agreements entered into by the Grantors in the ordinary course of business may include the licensing of trademarks and other intellectual property rights.

Einstein and Noah Corp. License Agreements

1. Master License Agreement between Einstein/Noah Bagel Corp. and Aramark Educational Services, Inc. dated August 16, 2000 and expiring August 15, 2005. Under this agreement Aramark is provided with the right to operate a number of stores under the marks Einstein Bros.® and Noah's New York Bagels® at colleges, universities and other educational facilities in the United States.
2. Unit License Agreement between Einstein/Noah Bagel Corp. and Aramark Educational Services, Inc. effective August 17, 2000 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at George Washington University Marvin Center, Washington, DC.
3. Unit License Agreement between Einstein/Noah Bagel Corp. and Aramark Educational Services, Inc. effective February 27, 2001 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at George Washington University Health & Wellness Center, Washington, DC.
4. Unit License Agreement between Einstein Acquisition Corp. and Aramark Educational Services, Inc. effective August 15, 2001 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at University of Central Florida, Orlando, FL.
5. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective August 1, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at Monmouth University, West Long Branch, NJ.
6. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective January 31, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at Grand Valley State University, Allendale, MI.

7. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective August 1, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at Clarkson University, Potsdam, NY.
8. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective December 1, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at the University of Minnesota, Minneapolis, MN.
9. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective December 1, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at the University of South Florida, Tampa, FL.
10. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective December 1, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at Portland State University, Portland, OR.
11. Unit License Agreement between Einstein and Noah Corp. and Aramark Educational Services, Inc. effective August 1, 2003 and expiring upon the expiration of the lease/concession agreement. Under this agreement Aramark is given the right to operate an individual store at Nova Southeastern University, Davie, FL (Agreement was signed but location is not yet open and operating).
12. Master License Agreement between Einstein and Noah Corp. and the Army & Air Force Exchange Service (AAFES) dated March 17, 2003 and expiring March 16, 2008. Under this agreement AAFES is provided with the right to operate a number of stores under the marks Einstein Bros.® Bagels and Noah's New York Bagels® at military bases, military installations, and other locations in the United States.
13. Master License Agreement between Einstein Acquisition Corp. and Bon Appetit Management Co. dated July 6, 2001 and expiring July 6, 2006. Under this agreement Bon Appetit is provided with the right to operate a number of stores under the marks Einstein Bros.® and Noah's New York Bagels® at colleges, universities and other educational facilities in the United States.
14. Unit License Agreement between Einstein Acquisition Corp. and Bon Appetit Management Co. dated July 6, 2001 and expiring upon the expiration of the lease/concession agreement. Under this agreement Bon Appetit is given the right to operate an Einstein Bros. Bagels store at American University, Mary Graydon Center, Washington, DC.
15. License Agreement between Einstein Acquisition Corp. and Concessions Michigan LLC dated September 24, 2001 and expiring January 20, 2012. Under this agreement Concessions is given the right to operate an Einstein Bros. Bagels retail store at the Detroit International Airport, Detroit, MI.

16. Master License Agreement between Einstein and Noah Corp. and Culinaire International, Inc. dated April 25, 2002 and expiring April 25, 2007. Under this agreement Culinaire is provided with the right to operate a number of stores under the marks Einstein Bros.® and Noah's New York Bagels® at colleges, universities, businesses, industrial sites, health care facilities and other locations in the United States.
17. Unit License Agreement between Einstein and Noah Corp. and Culinaire International, Inc. dated April 25, 2002 and expiring upon the expiration of the lease/concession agreement. Under this agreement Culinaire is given the right to operate an Einstein Bros. Bagels unit at the Texas Medical Center, McGovern Commons, Houston, TX.
18. License Agreement between Einstein and Noah Corp. and Eastern Michigan University dated July 19, 2002 and expiring July 19, 2007. Under this agreement Eastern Michigan University is given the right to operate an Einstein Bros. Bagels unit at Eastern Michigan University, Hoyt Dining Center, Ypsilanti, MI.
19. System License Agreement between Einstein/Noah Bagel Corp., Noah's Bay Area Bagels, L.L.C. and Host International, Inc. entered into on May 2, 1997 and expiring August 31, 2004. Under this license Host International is given the right to operate a Noah's New York Bagels retail store at the San Francisco International Airport, San Francisco, CA.
20. System License Agreement between Einstein/Noah Bagel Corp. and Host International, Inc. entered into as of December 1, 2000 and expiring upon the earlier of November 30, 2007 or the expiration of the lease/concession agreement. Under this license Host International is given the right to operate a Noah's New York Bagels retail store at the San Jose International Airport, San Jose, CA.
21. System License Agreement between Einstein/Noah Bagel Partners, L.P., Hyatt Corporation, as agent of SHC Phoenix I, L.L.C. and SHC Phoenix II, L.L.C., d/b/a Hyatt Regency Phoenix entered into on November 24, 1998 and expiring December 7, 2003. Under this license the Hyatt entities are given the right to operate an Einstein Bros. retail bagel store at the Hyatt Regency Phoenix hotel, in Phoenix, Arizona.
22. License Agreement between Einstein Acquisition Corp. and Sodexho Operations LLC dated August 13, 2001. The development rights run through August 13, 2006 and the agreement terms are effective through the expiration of the lease/concession agreement of the last remaining store open per the agreement. Under this agreement Sodexho is provided with the right to operate a number of stores under the marks Einstein Bros.® and Noah's New York Bagels® at colleges, universities, healthcare facilities and other locations in the United States.
23. Store Riders as per the License Agreement between Einstein Acquisition Corp. and Sodexho Operations LLC. Under these riders, Sodexho is provided with the right to operate individual stores at the following locations:

Location:

Arizona State University, Tempe, AZ

Effect. Date:

01/17/02

Exp. Date:

07/31/07

|  |                 |                 |
|--|-----------------|-----------------|
| <b>Barry University, Miami, FL</b>                             | <b>06/25/02</b> | <b>06/25/07</b> |
| <b>Carthage College, Kenosha, WI</b>                           | <b>08/10/01</b> | <b>01/06/07</b> |
| <b>Embry Riddle Aeronautical University, Daytona Beach, FL</b> | <b>01/17/02</b> | <b>06/01/11</b> |
| <b>Indiana State University, Terre Haute, IN</b>               | <b>04/23/02</b> | <b>06/30/06</b> |
| <b>Jacksonville University, Jacksonville, FL</b>               | <b>08/10/01</b> | <b>08/26/06</b> |
| <b>Marquette University, Milwaukee, WI</b>                     | <b>08/10/01</b> | <b>08/26/06</b> |
| <b>Northwestern University, Evanston, IL</b>                   | <b>04/23/02</b> | <b>08/01/07</b> |
| <b>Regis University, Denver, CO</b>                            | <b>08/10/01</b> | <b>08/26/06</b> |
| <b>Savannah College of Art &amp; Design, Savannah, GA</b>      | <b>12/01/02</b> | <b>08/31/07</b> |
| <b>Summa Hospital – Care Building, Akron, OH</b>               | <b>02/01/03</b> | <b>12/01/10</b> |
| <b>Summa Hospital – Center/Excellence, Akron, OH</b>           | <b>04/30/03</b> | <b>12/01/10</b> |
| <b>University Hospital Health Systems, Cleveland, OH</b>       | <b>12/10/01</b> | <b>12/31/07</b> |
| <b>University of Pittsburgh, Pittsburgh, PA</b>                | <b>07/01/03</b> | <b>TBD</b>      |
| <b>University of South Carolina, Columbia, SC</b>              | <b>08/01/03</b> | <b>08/01/08</b> |
| <b>University of Tampa, Tampa, FL</b>                          | <b>09/24/01</b> | <b>01/16/07</b> |

(Locations in bold above are not yet open and operating)

24. License Agreement between Einstein and Noah Corp. and University of Southern California (USC) dated August 15, 2002. The agreement expires August 15, 2007 and is automatically extended for one three-year period unless either party terminates. Under the agreement USC is given the right to operate an individual store at the University of Southern California, Neurogenetics Institute, Los Angeles, CA (Agreement was signed but location is not yet open and operating).
25. License Agreement between Einstein/Noah Bagel Corp. and Winter Park Recreational Association dated October 31, 2000. Under the agreement Winter Park Recreational Association is given the right to operate an individual store at Winter Park Resort, Winter Park, CO.
26. Trademark License Agreement between Einstein and Noah Corp. and Sky Chefs, Inc. dated March 19, 2003. The initial term of the agreement is 120 days from execution and is extendable for three consecutive one-year periods. Under the agreement Sky Chefs, Inc. is given the right and license to sell and distribute Einstein Bros® proprietary products for worldwide in-flight catering service.
27. Coexistence Agreement between Einstein/Noah Bagel Corp. and Peach State Restaurants, Ind. d/b/a Einstein's dated July 3, 1996 and First Amended Coexistence Agreement between the same parties dated October 29, 1997. The agreements concern the use of the mark EINSTEIN by the parties.
28. Agreement between Einstein/Noah Bagel Corp. and The Hebrew University of Jerusalem effective October 21, 1996. This agreement concerns the use of the marks EINSTEIN, EINSTEINS and EINSTEIN'S, the name Albert Einstein and the likeness and indicia of Albert Einstein.
29. Agreement between Jerusalem Fine Foods, Inc. d/b/a Noah/s Bagels and Arlene Finger, on behalf of herself and Jonathan Finger, her minor child, effective April 3, 1992. This

agreement concerns the sale of a certain image containing the likeness of Jonathan Finger to Noah's Bagels.

Chesapeake Bagel Franchise Corp. License Agreements

30. License Agreement between Chesapeake Bagel Franchise Corp. and Burger King Brands, Inc. dated January 30, 2002. This agreement concerns the use of the mark "EGGWICH" by the parties.

(1) Trademarks of New World Coffee – Manhattan Bagel, Inc. as of June 2003<sup>1</sup>

| MARK  | COUNTRY       | APPLICATION /<br>REGISTRATION                                  | CLASS / GOODS / SERVICES  | CURRENT<br>STATUS / NOTES   | NEXT ACTION DUE   |
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| MOUNTAIN RIDGE<br>New World Coffee-Manhattan Bagel, Inc.            | United States | Application No.<br>75/819,491                                  | Class 30: whole bean coffee,<br>ground coffee, coffee, and coffee-<br>based beverage containing milk  | Filed 10/12/99; Office<br>actions issued 2/24/00;<br>12/7/00; 12/6/01;<br>Published 11/12/02;<br>Allowed 2/4/03 | File statement of use<br>or extension request<br>by 8/4/03        |
| NEW WORLD COFFEE<br>New World Coffee-Manhattan Bagel, Inc.          | United States | Application No.<br>74/521/361<br>Registration No.<br>1,889,054 | Class 42: retail store services<br>featuring ground and whole bean<br>coffee, coffee, tea and espresso<br>beverages; restaurant services,<br>namely coffee cafe services<br>featuring coffee and espresso<br>beverages; mail order services<br>featuring ground and whole bean<br>coffee and espresso | Filed 5/5/94; Registered<br>4/11/95; Section 8 & 15<br>Affidavit accepted 4/21/01                               | Renew by 5/5/04   |
| NEW WORLD COFFEE<br>New World Coffee-Manhattan Bagel, Inc.          | United States | Application No.<br>74/359,961<br>Registration No.<br>1,858,231 | Class 30: coffee, espresso, coffee<br>based food beverages and bulk<br>coffee beans   | Filed 2/17/93; Registered<br>10/11/94; Section 8 & 15<br>Affidavit Accepted<br>11/17/00                         | Renew by 10/11/04   |
| NEW WORLD COFFEE & BAGELS<br>New World Coffee-Manhattan Bagel, Inc. | United States | Application No.<br>75/269,517<br>Registration No.<br>2,130,746 | Class 42: restaurant services   | Filed 4/4/97; Registered<br>1/20/98   | Section 8 & 15<br>Affidavit due by<br>1/20/04<br>Renew by 1/20/08 |

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|---|---------------|--|--|---|---|
| NEW WORLD COFFEE and Design<br>New World Coffee-Manhattan Bagel, Inc. | United States | Application No.<br>76/078,319<br>Registration No.<br>2,634,042 | Class 30: ready-to-drink coffee,<br>coffee beans and tea<br>Class 35: retail store and online<br>retail store services featuring food<br>Class 42: restaurant services | Filed 6/27/00; Registered<br>10/15/02<br>registration certificate in<br>file      | Section 8 & 15<br>Affidavit due by<br>10/15/08<br>Renew by 10/15/12 |
| NEW WORLD FREEZERS<br>New World Coffee-Manhattan Bagel, Inc.          | United States | Application No.<br>75/720,949<br>Registration No.<br>2,510,968 | Class 30: beverages, namely<br>coffee and coffee based beverages<br>containing milk<br>Class 32: beverages, namely,<br>fruit drinks and coffee flavored<br>soft drinks | Filed 6/3/99; Registered<br>11/20/01  | Section 8 & 15<br>Affidavit due by<br>11/20/07<br>Renew by 11/20/11 |
| SUMMERTIME BLEND<br>New World Coffee-Manhattan Bagel, Inc.            | United States | Application No.<br>74/521,559<br>Registration No.<br>1,905,801 | Class 30: coffee, espresso, and<br>bulk coffee beans   | Filed 5/5/94; Registered<br>7/18/95; Section 8 & 15<br>Affidavit accepted 8/21/01 | Renew by 7/18/05  |

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(2) Trademarks of Einstein/Noah Bagel Partners, Inc. as of June 2003<sup>2</sup>

| MARK  | COUNTRY       | MARKING REGISTRATION   | CLASSIFICATION   | CURRENT STATUS NOTES  | NEXT ACTION DUE   |
|---|---------------|--|--|---|---|
| A ROAST OF OLD NEW YORK<br>Einstein/Noah Bagel Partners, Inc.   | UNITED STATES | Application No.<br>75/179,840<br>Registration No.<br>2,136,311 | Class 30: coffee<br>First Use: 05/97<br>In Commerce: 05/97   | Filed 10/10/96<br>Registered 02/10/98                           | 8 & 15 Declaration<br>due 02/10/04<br>Renewal due<br>02/10/08 |
| EGG MIT<br>Einstein/Noah Bagel Partners, Inc.   | UNITED STATES | Application No.<br>75/901,281<br>Registration No.<br>2,556,962 | Class 30: sandwiches<br>First Use: 06/12/01<br>In Commerce: 06/12/01   | Filed 01/21/00<br>Registered 04/02/02                           | 8 & 15 Declaration<br>due 04/02/08<br>Renewal due<br>04/02/12 |
| N and Design<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/213,081<br>Registration No.<br>2,156,372 | Class 21: beverageware<br>First Use: 11/01/96<br>In Commerce: 11/01/96   | Filed 12/13/96<br>Registered 05/12/98                           | 8 & 15 Declaration<br>due 05/12/04<br>Renewal due<br>05/12/08 |
| N and Design<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/051,220<br>Registration No.<br>2,098,724 | Class 42: restaurant services<br>featuring bagels, cream cheese,<br>spreads, fish, salads,<br>sandwiches, baked goods and<br>beverages<br>First Use: 05/26/92<br>In Commerce: 05/26/92 | Filed 01/31/96<br>Registered 09/23/97                           | 8 & 15 Declaration<br>due 09/23/03<br>Renewal due<br>09/23/07 |
| NOAH'S<br>Einstein/Noah Bagel Partners, Inc.  | UNITED STATES | Application No.<br>76/447,759                                  | Class 21: beverageware   | ITU application filed<br>09/09/02<br>Will be published 04/22/03 | Check status of<br>application 06/15/03                       |

<sup>2</sup> Where trademark registration records were not updated, current registered owner appears on the first column.





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Attachment to Item A of Schedule IV

| MARK  | COUNTRY       | APPLICATION/<br>REGISTRATION                                   | CLASS / GOODS / SERVICES  | CURRENT STATUS /<br>NOTES  | NEXT ACTION DUE   |
|---|---------------|--|---|--|---|
| NOAH'S<br>Einstein/Noah Bagel Partners, Inc.        | UNITED STATES | Application No.<br>76/453,160                                  | Class 25: clothing, namely<br>shirts, hats, aprons and<br>sweatshirts<br>First Use: 08/02<br>In Commerce: 08/02   | IN-USE application filed<br>Published 06/03/03   | Check status of<br>application 07/15/03                       |
| NOAH'S<br>Einstein/Noah Bagel Partners, Inc.        | UNITED STATES | Application No.<br>75/501,647<br>Registration No.<br>2,591,900 | Class 30: coffee, baked goods,<br>namely bagels, breads and<br>pastries<br>First Use: 02/01<br>In Commerce: 02/01 | Filed 06/12/98<br>Registered 07/09/02  | 8 & 15 Declaration<br>due 07/09/08<br>Renewal due<br>07/09/12 |
| NOAH'S<br>Einstein/Noah Bagel Partners, Inc.        | UNITED STATES | Application No.<br>76/453,161                                  | Class 42: restaurant,<br>delicatessen and catering<br>services<br>First Use: 07/02<br>In Commerce: 07/02          | IN-USE application filed<br>09/26/02<br>Office Action mailed<br>02/19/03<br>Response filed 03/31/03    | Check status of<br>application 05/15/03                       |
| NOAH'S BAGELS<br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/165,211<br>Registration No.<br>2,136,800 | Class 29: cream cheese, spreads,<br>fish and fish salads<br>First Use: 01/94<br>In Commerce: 01/94                | Filed 09/13/96<br>Registered 02/17/98<br>8 & 15 Declaration mailed<br>to client 05/21/03               | 8 & 15 Declaration<br>due 02/17/04<br>Renewal due<br>02/17/08 |
| NOAH'S BAGELS<br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/458,245<br>Registration No.<br>2,260,776 | Class 30: chocolate covered<br>bagel chips, fruit and nuts<br>First Use: 02/07/98<br>In Commerce: 02/07/98        | Filed 03/27/98<br>Registered 07/13/99  | 8 & 15 Declaration<br>due 07/13/05<br>Renewal due<br>07/13/09 |
| NOAH'S BAGELS<br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>74/416,403<br>Registration No.<br>1,838,799 | Class 30: baked goods, namely,<br>bagels<br>First Use: 06/15/89<br>In Commerce: 06/15/89                          | Filed 07/26/93<br>Registered 06/07/94<br>8 & 15 Declaration filed<br>12/11/00 and accepted<br>06/16/01 | Renewal due<br>06/07/04                                       |

| MARK   | COUNTRY       | APPLICATION/<br>REGISTRATION                                   | CLASSES / GOODS / SERVICES  | CURRENT STATUS /<br>NOTES  | NEXT ACTION DUE   |
|--|---------------|--|---|--|---|
| NOAH'S BAGELS<br>Einstein/Noah Bagel Partners, Inc.  | UNITED STATES | Application No.<br>74/416,407<br>Registration No.<br>1,841,045 | Class 42: restaurant services,<br>namely, delicatessen featuring<br>bagels, cream cheese, spreads,<br>fish, salads, baked goods, and<br>beverages<br>First Use: 06/15/89<br>In Commerce: 06/15/89 | Filed 07/26/93<br>Registered 06/21/94<br>8 & 15 Declaration filed<br>12/11/00 and accepted<br>03/31/01 | Renewal due<br>06/21/04                                       |
| NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br>   | UNITED STATES | Application No.<br>75/193,555<br>Registration No.<br>2,115,954 | Class 8: bagel slicers<br>First Use: 11/22/96<br>In Commerce: 11/22/96  | Filed 11/05/96<br>Registered 11/25/97  | 8 & 15 Declaration<br>due 11/25/03<br>Renewal due<br>11/25/07 |
| Einstein/Noah Bagel Partners, Inc.<br>NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br>   | UNITED STATES | Application No.<br>75/197,964<br>Registration No.<br>2,112,306 | Class 18: tote bags<br>First Use: 05/31/96<br>In Commerce: 05/31/96   | Filed 11/14/96<br>Registered 11/11/97  | 8 & 15 Declaration<br>due 11/11/03<br>Renewal due<br>11/11/07 |
| Einstein/Noah Bagel Partners, Inc.<br>NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br>  | UNITED STATES | Application No.<br>75/315,417<br>Registration No.<br>2,205,211 | Class 25: clothing, namely,<br>sweatshirts and t-shirts<br>First Use: 08/93<br>In Commerce: 08/93   | Filed 06/26/97<br>Registered 11/24/98  | 8 & 15 Declaration<br>due 11/24/04<br>Renewal due<br>11/24/08 |
| Einstein/Noah Bagel Partners, Inc.<br>NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br> | UNITED STATES | Application No.<br>75/167,041<br>Registration No.<br>2,101,337 | Class 29: cream cheese, spreads,<br>fish and salads<br>First Use: 01/94<br>In Commerce: 01/94   | Filed 09/13/96<br>Registered 09/30/97  | 8 & 15 Declaration<br>due 09/30/03<br>Renewal due<br>09/30/07 |


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| MARK   | COUNTRY       | APPLICATION /<br>REGISTRATION                                  | CLASS / GOODS / SERVICES  | CURRENT STATUS /<br>NOTES   | NEXT ACTION DUE   |
|--|---------------|--|---|---|---|
| NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/458,239<br>Registration No.<br>2,264,567 | Class 30: chocolate bagel chips<br>First Use: 02/07/98<br>In Commerce: 02/07/98                                 | Filed 03/27/98<br>Registered 07/27/99   | 8 & 15 Declaration<br>due 07/27/05<br>Renewal due<br>07/27/09 |
| NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>74/416,973<br>Registration No.<br>1,893,247 | Class 30: baked goods, namely<br>bagels<br>First Use: 06/15/89<br>In Commerce: 06/15/89                         | Filed 07/26/93<br>Registered 05/09/95<br>8 & 15 Declaration filed<br>01/29/01 and accepted<br>05/09/01) | Renewal due<br>05/09/05                                       |
| NOAH'S BAGELS A TASTE OF OLD<br>NEW YORK and Design<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/131,710<br>Registration No.<br>2,207,907 | Class 42: restaurant,<br>delicatessen, and catering<br>services<br>First Use: 06/15/89<br>In Commerce: 06/15/89 | Filed 07/09/96<br>Registered 12/08/98   | 8 & 15 Declaration<br>due 12/08/04<br>Renewal due<br>12/08/08 |
| NOAH'S BLEND<br>Einstein/Noah Bagel Partners, Inc.   | UNITED STATES | Application No.<br>75/241,337<br>Registration No.<br>2,237,393 | Class 30: beverages, namely<br>coffee<br>First Use: 03/97<br>In Commerce: 03/97                                 | Filed 02/13/97<br>Registered 04/06/99   | 8 & 15 Declaration<br>due 04/06/05<br>Renewal due<br>04/06/09 |
| NOAH'S NEW YORK BAGELS<br>Einstein/Noah Bagel Partners, Inc.   | UNITED STATES | Application No.<br>75/197,953<br>Registration No.<br>2,112,305 | Class 21: beverageware<br>First Use: 11/01/96<br>In Commerce: 11/01/96  | Filed 11/14/96<br>Registered 11/11/97   | 8 & 15 Declaration<br>due 11/11/03<br>Renewal due<br>11/11/07 |


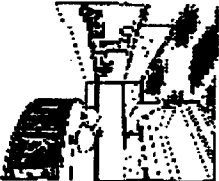
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| MARK  | COUNTRY       | APPLICATION/REGISTRATION                                       | CLASS/GOODS/SERVICES   | CURRENT STATUS/NOTES  | NEXT ACTION DUE   |
|---|---------------|--|--|---|---|
| NOAH'S NEW YORK BAGELS<br>Einstein/Noah Bagel Partners, Inc.  | UNITED STATES | Application No.<br>74/644,901<br>Registration No.<br>1,961,823 | Class 42: restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages<br>First Use: 07/15/90<br>In Commerce: 07/15/90 | Filed 03/08/95<br>Registered 03/12/96<br>8 & 15 Declarations filed 03/12/02 and accepted 05/16/02 | Renewal due<br>03/12/06                                       |
| NOAH'S NEW YORK BAGELS and<br>SIGN BORDER DESIGN<br><br>Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/051,113<br>Registration No.<br>2,143,901 | Class 42: restaurant services<br>First Use: 05/15/91<br>In Commerce: 05/15/91  | Filed 01/31/96<br>Registered 03/17/98   | 8 & 15 Declaration<br>due 03/17/04<br>Renewal due<br>03/17/08 |
| NOAH'S SHMEARS<br>Einstein/Noah Bagel Partners, Inc.  | UNITED STATES | Application No.<br>78/218,299                                  | Class 29: cream cheese, flavored cream cheese, cheese spreads, vegetable based spreads, fish based spreads, fish and fish salads   | Filed 02/24/03<br>(electronically)  | Check status of<br>application 05/15/03                       |
| NOAH'S SHMEARS<br>Einstein/Noah Bagel Partners, Inc.  | UNITED STATES | Application No.<br>78/218,303                                  | Class 42: restaurant, delicatessen and catering services   | Filed 02/24/03<br>(electronically)  | Check status of<br>application 05/15/03                       |
| PROTECT YOUR BAGELS, PUT LOX<br>ON THEM<br>Einstein/Noah Bagel Partners, Inc.   | UNITED STATES | Application No.<br>74/597,164<br>Registration No.<br>1,931,491 | Class 42: restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages<br>First Use: 08/89<br>In Commerce: 08/89       | Filed 11/09/94<br>Registered 10/31/95<br>8 & 15 Declarations filed 11/05/01 and accepted 12/14/01 | Renewal due<br>10/31/05                                       |

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| MARKING  | COUNTRY       | APPLICATION REGISTRATION   | CLASSIFICATION   | CURRENT STATUS / NOTES                | NEXT ACTION DUE   |
|--|---------------|--|--|---------------------------------------|---|
| <b>RESTAURANT TRADE DRESS Design</b><br>(Exterior)<br> Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/352,359<br><br>Registration No.<br>2,227,592 | Class 42: restaurant, delicatessen and catering services<br>First Use: 06/15/89<br>In Commerce: 06/15/89 | Filed 09/05/97<br>Registered 03/02/99 | 8 & 15 Declaration due 03/02/05<br>Renewal due 03/02/09 |
| <b>RESTAURANT TRADE DRESS Design</b><br>(Interior)<br> Einstein/Noah Bagel Partners, Inc. | UNITED STATES | Application No.<br>75/352,140<br><br>Registration No.<br>2,227,589 | Class 42: restaurant, delicatessen and catering services<br>First Use: 06/15/89<br>In Commerce: 06/15/89 | Filed 09/05/97<br>Registered 03/02/99 | 8 & 15 Declaration due 03/02/05<br>Renewal due 03/02/09 |
| <b>FOREIGN MARKS</b>   |               |  |  |                                       |   |
| <b>NOAH'S NEW YORK BAGELS</b><br>Noah's New York Bagels, Inc.  | AUSTRALIA     | Registration No.<br>708136   | Class 42: restaurant, delicatessen, and catering services  | Registered 05/06/96                   | Renewal due 05/06/06                                    |
| <b>NOAH'S NEW YORK BAGELS</b><br>Noah's New York Bagels, Inc.  | BRAZIL        | Registration No.<br>820.085.065                                    | Class 42: restaurant, delicatessen, and catering services  | Registered 09/28/99                   | Use deadline 09/28/04<br>Renewal due 09/28/09           |
| <b>NOAH'S NEW YORK BAGELS</b><br>Noah's New York Bagels, Inc.  | BRUNEI        | Registration No.<br>21,974   | Class 30: bagels, bagel chips, bread and bakery products   | Registered 09/02/96                   | Renewal due 09/02/03                                    |
| <b>A TASTE OF OLD NEW YORK</b><br>Noah's New York Bagels, Inc.   | CANADA        | Registration No.<br>496,085  | baked goods, namely bagels   | Registered 06/16/98                   | Renewal due 06/16/13                                    |

| MARK  | COUNTRY | APPLICATION/REGISTRATION                            | CLASS / GOODS / SERVICES   | CURRENT STATUS / NOTES                | RENEWAL DATE         |
|---|---------|---|--|---------------------------------------|----------------------|
| N Design<br>   | CANADA  | Registration No. 509,922                            | restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages                             | Registered 03/24/99                   | Renewal due 03/24/14 |
| NOAH'S BAGELS<br>Noah's New York Bagels, Inc.   | CANADA  | Registration No. 495,979                            | baked goods, namely bagels. restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages | Registered 06/12/98                   | Renewal due 06/12/13 |
| NOAH'S BAGELS A TASTE OF OLD NEW YORK and Design<br> | CANADA  | Registration No. 496,084                            | baked goods, namely bagels   | Registered 06/16/98                   | Renewal due 06/16/13 |
| Noah's New York Bagels, Inc.  |         |   |  |                                       |                      |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc.  | CANADA  | Registration No. 496,057                            | restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages                             | Registered 06/16/98                   | Renewal due 06/16/13 |
| PROTECT YOUR BAGELS, PUT LOX ON THEM<br>Noah's New York Bagels, Inc.  | CANADA  | Registration No. 496,083                            | restaurant services featuring bagels, cream cheese, spreads, fish, salads, sandwiches, baked goods and beverages                             | Registered 06/16/98                   | Renewal due 06/16/13 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc.  | CHILE   | Application No. 365,263<br>Registration No. 653,055 | Class 42: restaurant, delicatessen, and catering services  | Filed 05/03/96<br>Registered 12/23/02 | Renewal due 12/23/12 |

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| MARK   | COUNTRY            | APPLICATION/REGISTRATION    | CLASSIFICATION   | GRANT STATUS/NOTES  | RENEWAL DUE   |
|--|--------------------|-----------------------------|--|---|---|
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | COLOMBIA           | Registration No.<br>198021  | Class 42: restaurant, delicatessen, and catering services  | Registered 06/16/97   | Renewal due<br>06/16/07                             |
| NOAH'S BAGELS<br>Noah's New York Bagels, Inc.          | EUROPEAN COMMUNITY | Registration No.<br>204974  | Class 30: bagels, bagel chips, bread and bakery products<br>Class 32: non-alcoholic beverages<br>Class 42: restaurant services | Registered 01/18/99<br>(effective 04/01/96)   | Use deadline<br>01/18/04<br>Renewal due<br>04/01/06 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | EUROPEAN COMMUNITY | Registration No.<br>255893  | Class 30: bagels, bagel chips, bread and bakery products<br>Class 32: non-alcoholic beverages<br>Class 42: restaurant services | Registered 03/01/99<br>(effective 05/09/96)   | Use deadline<br>03/01/04<br>Renewal due<br>05/09/06 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | INDIA              | Application No.<br>713577   | Class 30: bagels, bagel chips, bread and bakery products   | Filed 05/10/96  | Receive status update<br>from agent                 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | JAPAN              | Registration No.<br>4178242 | Class 42: restaurant, delicatessen, and catering services  | Registered 08/14/98   | Renewal date<br>08/14/08                            |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | KOREA              | Registration No.<br>40921   | Class 42: restaurant, delicatessen, and catering services  | Registered 01/23/98   | Renewal due<br>01/23/08                             |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | MALAYSIA           | Application No.<br>96/14259 | Class 30: bagels, bagel chips, bread and bakery products   | Filed 11/25/96<br>Published 07/18/02<br>[Opposition period ended<br>09/18/02]<br>Counsel instructed to pay<br>registration fee 11/10/02 | Receive status update<br>from agent                 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | MEXICO             | Registration No.<br>658487  | Class 42: restaurant, delicatessen, and catering services  | Registered 06/12/00<br>Use deadline 06/12/03  | Renewal due<br>05/17/06                             |

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| MARK   | COUNTRY      | APPLICATION / REGISTRATION     | CLASS / GOODS / SERVICES  | CURRENT STATUS / NOTES                             | NEXT ACTION DUE   |
|--|--------------|--------------------------------|---|--|---|
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | NEW ZEALAND  | Registration No.<br>272,693    | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 02/13/97                                | Renewal due<br>02/13/04                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | NORWAY       | Registration No.<br>189061     | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 03/26/98                                | Renewal due<br>03/26/08                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | PANAMA       | Registration No.<br>87634      | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 05/20/97<br>(effective 05/09/96)        | Renewal due<br>05/20/07                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | PARAGUAY     | Registration No.<br>224,694    | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 05/10/00                                | Renewal due<br>05/10/10                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | PHILIPPINES  | Application No.<br>824,735     | Class 42: restaurant,<br>delicatessen, and catering<br>services | Filed 11/29/96                                     | Receive status update<br>from agent                           |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | POLAND       | Registration No.<br>117469     | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 09/05/00<br>(effective 02/14/97)        | Use deadline<br>09/05/03<br>Trademark Renewal<br>due 02/14/07 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | RUSSIA       | Registration No.<br>162965     | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 04/04/98<br>(effective 07/02/96)        | Renewal due<br>07/02/06                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | SINGAPORE    | Registration No.<br>T96/04515C | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registration granted 11/00<br>(effective 05/06/96) | Renewal due<br>05/06/06                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | SOUTH AFRICA | Registration No.<br>96/5993    | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 04/12/99<br>(effective 05/06/96)        | Renewal due<br>05/06/06                                       |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | SWITZERLAND  | Registration No.<br>449,437    | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 04/03/98                                | Renewal due<br>02/13/07                                       |



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| MARK   | COUNTRY  | REGISTRATION NO.             | CLASSIFICATION  | CURRENT STATUS AND NOTES                    | RENEWAL DATE            |
|--|----------|------------------------------|---|---|-------------------------|
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | TAIWAN   | Registration No.<br>93207    | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 08/16/97                         | Renewal due<br>08/15/07 |
| NOAH'S NEW YORK BAGELS<br>Noah's New York Bagels, Inc. | THAILAND | Registration No.<br>SM7828   | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 05/03/99<br>(effective 03/13/98) | Renewal due<br>03/12/08 |
| NOAH'S<br>Noah's New York Bagels, Inc.                 | TUNISIA  | Registration No.<br>EE961585 | Class 42: restaurant,<br>delicatessen, and catering<br>services | Registered 12/05/96                         | Renewal due<br>12/05/11 |

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## (3) Trademarks of Chesapeake Bagel Franchise Corp. as of June 2003.

| MARK  | COUNTRY       | APPLICATION/<br>REGISTRATION                                   | CLASS / GOODS / SERVICES   | CURRENT<br>STATUS / NOTES  | ACTION DUE BY<br>OCTOBER 31, 2003                                   |
|---|---------------|--|--|--|---|
| "ALL HAIL THE BAGEL" Design<br>Chesapeake Bagel Franchise Corp. | United States | Application No.<br>73/566,236<br>Registration No.<br>1,427,545 | Class 25: tee-shirts<br>Class 30: bagels and other bakery<br>goods for consumption on or off<br>the premises<br>Class 42: restaurant and bakery<br>services  | Filed 10/29/85;<br>Registered 2/3/87;<br>Section 8 & 15 Affidavit<br>accepted<br>Disclaim representation<br>of a bagel | None  |
| CHESAPEAKE<br>Chesapeake Bagel Franchise Corp.                  | United States | Application No.<br>75/566,748<br>Registration No.<br>2,318,460 | Class 29: vegetable salads, garden<br>salads, fruit salads, and soups for<br>consumption on or off the premises<br>Class 30: prepared foods, namely,<br>bakery goods, bagels, sandwiches,<br>breakfast sandwiches, pizza, tea,<br>iced tea and coffee for consumption<br>on or off the premises<br>Class 42: restaurant services and<br>catering services. | Filed 10/8/98; Registered<br>2/15/2000   | None  |
| CHESAPEAKE BAGEL BAKERY<br>Chesapeake Bagel Franchise Corp.     | United States | Application No.<br>73/552,653<br>Registration No.<br>1,386,980 | Class 30: bakery goods for<br>consumption on or off the premises   | Filed 8/9/85; Registered<br>03/18/86; Section 8 & 15<br>Affidavit accepted<br>02/19/92                                 | Renew by 03/18/06   |
| CHESAPEAKE BAGEL BAKERY<br>Chesapeake Bagel Franchise Corp.     | United States | Application No.<br>75/273,436<br>Registration No.<br>2,199,460 | Class 35: retail bakery shops<br>Class 42: restaurant services   | Filed 04/11/97;<br>Registered 10/27/98<br>Disclaim "BAGEL<br>BAKERY"   | Section 8 & 15<br>Affidavit due by<br>10/27/04<br>Renew by 10/27/08 |

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| MARK  | COUNTRY       | APPLICATION/<br>REGISTRATION                                   | CLASS / GOODS / SERVICES  | CURRENT<br>STATUS / NOTES  | ACTION DUE BY<br>OCTOBER 31, 2003 |
|---|---------------|--|---|--|-----------------------------------|
| CHESAPEAKE BAGEL BAKERY and<br>Design<br>Chesapeake Bagel Franchise Corp.     | United States | Application No.<br>75/273,433<br>Registration No.<br>2,187,384 | Class 21: thermal insulated<br>beverage containers<br>Class 42: restaurant and catering<br>services   | Filed 4/11/97; Registered<br>9/8/98<br>Disclaim "BAGEL<br>BAKERY"          | None                              |
| CHESAPEAKE BAGEL BREW and Design<br>Chesapeake Bagel Franchise Corp.          | United States | Application No.<br>75/273,434<br>Registration No.<br>2,187,385 | Class 30: coffee and tea  | Filed 4/11/97; Registered<br>9/8/98<br>Disclaim "BREW"                     | None                              |
| CHESAPEAKE BAGELS BAKERY &<br>CAFÉ Design<br>Chesapeake Bagel Franchise Corp. | United States | Application No.<br>75/567,904<br>Registration No.<br>2,318,475 | Class 29: vegetable salads, garden<br>salads, fruit salads, and soups for<br>consumption on or off the premises<br>Class 30: prepared foods, namely,<br>bakery goods, bagels, sandwiches,<br>breakfast sandwiches, pizza, tea,<br>iced tea and coffee for consumption<br>on or off the premises<br>Class 42: restaurant services and<br>catering services | Filed 10/8/98; Registered<br>2/15/00<br>Disclaim "BAGEL,<br>BAKERY & CAFE" | None                              |

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| MARK  | COUNTRY       | APPLICATION / REGISTRATION                               | CLASS / GOODS / SERVICES | CURRENT STATUS / NOTES   | ACTION DUE BY OCTOBER 31, 2003 |
|---|---------------|--|--------------------------|--|--------------------------------|
| EGGWICH<br>Chesapeake Bagel Franchise Corp.             | United States | Common Law   | egg and bagel sandwiches | EGGWICH was a common law mark originally owned by Chesapeake Bagel, which was acquired by AFC Enterprises, which was then divested to Chesapeake Bagel Franchise Corp. The common law mark was then assigned to Burger King Brands, Inc. on January 18, 2002 and then licensed back to Chesapeake Bagel Franchise Corp. pursuant to a perpetual, royalty-free Trademark License Agreement executed January 30, 2002. | None                           |
| ULTIMATE BAGEL KNOT<br>Chesapeake Bagel Franchise Corp. | United States | Application No. 75/273,435<br>Registration No. 2,245,364 | Class 30: frosted bagels | Filed 4/11/97; Registered 5/18/99<br>Disclaim "BAGEL"  | None                           |

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## (4) Trademarks owned by Manhattan Bagel Company, Inc. as of June 2003

| MARK   | COUNTRY       | APPLICATION /<br>REGISTRATION                                  | CLASS / GOODS / SERVICES   | CURRENT<br>STATUS / NOTES   | ACTION DUE BY<br>OCTOBER 31, 2003 |
|--|---------------|--|--|---|-----------------------------------|
| FREEDOM FROM BORING LUNCHES!<br>Manhattan Bagel Company, Inc.  | United States | Application No.<br>75/534,366<br>Registration No.<br>2,342,504 | Class 42: restaurant services  | Filed 8/11/98;<br>Registered 4/18/00  | None                              |
| IF YOU'VE NEVER HAD A<br>MANHATTAN, BAGEL, YOU'VE NEVER<br>HAD A REAL BAGEL<br>Manhattan Bagel Company, Inc. | United States | Application No.<br>75/277,074<br>Registration No.<br>2,137,487 | Class 42: restaurant services  | Filed 4/18/97;<br>Registered 2/17/98  | None                              |
| MANHATTAN BAGEL<br>Manhattan Bagel Company, Inc.   | United States | Application No.<br>74/471,779<br>Registration No.<br>2,031,357 | Class 42: retail stores featuring<br>bakery and bread products;<br>restaurant services   | Filed 12/17/93;<br>Registered 1/21/97;<br>Section 8 & 15 Affidavit<br>filed 1/17/03<br>Disclaim "BAGEL" | None                              |
| MANHATTAN BAGEL<br>Manhattan Bagel Company, Inc.   | Canada        | Registration No.<br>472511                                     | Goods: bagels and bakery products,<br>namely, breads, muffins, and bialys<br>Services: retail sale of bakery<br>products and bagels, and retail<br>restaurant services | Filed 6/9/94; Registered<br>3/12/97   | None                              |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc.  | United States | Application No.<br>75/290,583<br>Registration No.<br>2,322,123 | Class 30: bakery products, namely,<br>bagels, bagel chips and bialys   | Filed 5/12/97;<br>Registered 2/22/00<br>Disclaim "BAGEL" and<br>2(F) re<br>"MANHATTAN"                  | None                              |

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| MARK  | COUNTRY            | APPLICATION / REGISTRATION                                    | CLASS / GOODS / SERVICES   | CURRENT STATUS / NOTES  | ACTION DUE BY OCTOBER 31, 2003 |
|---|--------------------|---|--|---|--------------------------------|
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | United States      | Application No.<br>75218,279<br>Registration No.<br>2,146,068 | Class 29: cheese and fish spreads<br>Class 42: eat-in and take out restaurant services; retail bakery services specializing in bagels  | Filed 12/24/96;<br>Registered 3/24/98<br>Disclaim "BAGEL," partial 2(F) re "MANHATTAN"            | None                           |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | Canada             | Application No.<br>84261100<br>Registration No.<br>513667     | Goods: cheese and fish spreads<br>Services: eat in and take out restaurant services; retail bakery services specializing in bagels   | Filed 4/18/97;<br>Registered 7/29/99  | None                           |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | European Community | Application No.<br>555748                                     | Class 16: paper, cardboard and articles made from these materials, not included in other classes; printed matter, pamphlets; photographs; stationery; adhesives (glues) for stationary or household purposes; plastic materials for packaging (not included in other classes)<br>Class 25: articles of clothing; footwear; headgear<br>Class 30: flour and preparations made from cereals, bread, pastry and confectionary; edible ices; honey; treacle; yeast, baking powder. | Filed 6/16/97; opposition pending (opposed by Schöller Lebensmittel GmbH & Co on August 17, 1998) | None                           |

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| MARK  | COUNTRY               | APPLICATION/<br>REGISTRATION                                 | CLASS / GOODS / SERVICES  | CURRENT<br>STATUS / NOTES            | ACTION DUE BY<br>OCTOBER 31, 2003 |
|---|-----------------------|--|---|--------------------------------------|-----------------------------------|
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | European<br>Community | Registration No.<br>553789                                   | Class 29: cheese and fish spreads.<br>Class 42: eat in and take out<br>restaurant services  | Filed 6/16/97;<br>Registered 5/18/00 | None                              |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | Germany               | Registration No.<br>39401053                                 | Class 42: restaurant services   | Filed 11/9/94;<br>Registered 8/8/95  | None                              |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | Italy                 | Application No.<br>307 697 RM<br>Registration No.<br>782746  | Class 30: bread all kind and kind,<br>ham roll, toasted sandwiches,<br>~piadine~ and pizzas.<br>Class 42: services restaurants<br>offered restaurants, self service<br>restaurant, fast food, ~paninotec~ as<br>a demonstrative and bar | Filed 6/23/97;<br>Registered 6/1/99  | None                              |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc. | Japan                 | Application No.<br>H06-111979<br>Registration No.<br>4055297 | Class 42: restaurant services   | Filed 11/7/94;<br>Registered 9/12/97 | None                              |

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| MARK   | COUNTRY       | APPLICATION/<br>REGISTRATION                                   | CLASS / GOODS / SERVICES  | CURRENT<br>STATUS / NOTES  | ACTION DUE BY<br>OCTOBER 31, 2003 |
|--|---------------|--|---|--|-----------------------------------|
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc.            | Japan         | Application No.<br>H09-115893<br>Registration No.<br>4256280   | Class 16: paper goods & printed<br>matter<br>Class 25: clothing<br>Class 29: meats & processed foods<br>Class 30: staple foods<br>Class 42: miscellaneous service<br>marks                | Filed 5/13/97;<br>Registered 4/2/99                                      | None                              |
| MANHATTAN BAGEL and Design<br>Manhattan Bagel Company, Inc.            | Switzerland   | Application No.<br>1997 3756<br>Registration No.<br>446475     | Class 29: cheese and fish paste<br>spreads<br>Class 42: services of restaurants<br>used as snacks for eating on place or<br>for carrying; services of baked<br>goods, special bread rolls | Filed 5/14/97;<br>Registered 5/14/97                                     | None                              |
| MANHATTAN BAGEL COMPANY and<br>Design<br>Manhattan Bagel Company, Inc. | United States | Application No.<br>73/732,273<br>Registration No.<br>1,538,593 | Class 42: restaurant and bakery<br>services   | Filed 6/3/88; Registered<br>5/9/89; Section 8 & 15<br>Affidavit accepted | None                              |
| MANHATTAN BAGEL COMPANY and<br>Design<br>Manhattan Bagel Company, Inc. | Benelux       | Application No.<br>841 595<br>Registration No.<br>567 275      | Class 42: restaurant services   | Filed 1/31/95;<br>Registered 1/31/95                                     | None                              |

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| MARK  | COUNTRY            | APPLICATION / REGISTRATION | CLASS / GOODS / SERVICES   | CURRENT STATUS / NOTES  | ACTION DUE BY OCTOBER 31, 2003                  |
|---|--------------------|----------------------------|--|---|---|
| MANHATTAN BAGEL COMPANY and Design<br>Manhattan Bagel Company, Inc. | European Community | Registration No. 175000    | Class 42: restaurant services  | Filed 4/1/96; Registered 4/3/00   | None  |
| MANHATTAN BAGEL COMPANY and Design<br>Manhattan Bagel Company, Inc. | Spain              | Registration No. 1931947M9 | Class 42: restaurant services  | Filed 11/18/94; Registered 8/12/96  | None  |
| MANHATTAN BAGEL COMPANY and Design<br>Manhattan Bagel Company, Inc. | United Kingdom     | Registration No. 2001367   | Class 42: restaurant services, take-away food services, bistro, restaurant, cafe, cafeteria, canteen, coffee shop, bar, sandwich and salad bar services, snack bar, luncheon bar, and wine bar services; preparation of food and drink for others; all included in class 42. | Filed 11/7/94; Registered 11/7/94   | None  |
| MANHATTAN CHILLERZ<br>Manhattan Bagel Company, Inc.                 | United States      | Application No. 75/720,988 | Class 32: fruit beverages prepared by a food service establishment for consumption on and off premises made primarily from fruits, fruit juices or fruit juice concentrates, namely, fruit juice, fruit based soft drinks flavored with tea and fruit flavored drinks        | Filed 6/3/99; Published 12/25/01; Allowed 3/19/02; Extension filed 9/11/02; 2 <sup>nd</sup> Extension filed 3/19/03 | Statement of Use/Extension Request due 09/19/03 |

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| MARK                                     | COUNTRY       | APPLICATION /<br>REGISTRATION | CLASS / GOODS / SERVICES                                      | CURRENT<br>STATUS / NOTES                                | ACTION DUE BY<br>OCTOBER 31, 2003                     |
|--|---------------|-------------------------------|---|--|---|
| TOSTINI<br>Manhattan Bagel Company, Inc. | United States | Application No.<br>76/387,645 | Class 30: baked specialty product,<br>namely specialty breads | Filed 3/27/02; Published<br>12/24/02; Allowed<br>3/18/03 | Statement of<br>Use/Extension<br>Request due 09/18/03 |

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(5) Trademarks owned by Einstein and Noah Corp. as of June 2003<sup>3</sup>

| Trademark                                       | Country   | Application No.<br>Registration No. | Class  | Filed<br>Registration effective as of<br>filing date          | Renew Registration by             |
|---|-----------|-------------------------------------|--|---|-----------------------------------|
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Algeria   | 970820<br>52883                     | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/10/97<br>Registration effective as of<br>filing date | Renew Registration by<br>06/10/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Algeria   | 970819<br>52882                     | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/10/97<br>Registration effective as of<br>filing date | Renew Registration by<br>06/10/07 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Argentina | 2078865<br>1677573                  | Class 42: all services   | Filed 04/22/97<br>Registered 08/05/98                         | Renew Registration by<br>08/05/08 |

<sup>3</sup> Where trademark registration records were not updated, current registered owner appears on the first column.  
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|   |           |   |   |                                       |                                   |
|---|-----------|---|---|---------------------------------------|-----------------------------------|
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Argentina | Application No.<br>2057231<br>Registration No.<br>1754313 | Class 42: services related to the provision of food and drink   | Filed 11/14/96<br>Registered 09/27/99 | Renew Registration by<br>09/27/09 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Australia | Application No.<br>732078<br>Registration No.<br>732078   | Class 29: edible oils and fats; spreads and condiments in this class including cream cheese, butter and margarine blend spreads, hummus and fruit butters; preserved dried and cooked fruits; fruit spreads and fruit sauces, jams, jellies and peanut butter<br><br>Class 30: tea, coffee and artificial coffee; preparations made from cereals including bakery products, bread, bagels, bagel chips, and pastries; condiments and sauces in this class<br><br>Class 42: providing food and drink including restaurant services | Filed 04/11/97<br>Registered 01/08/98 | Renew Registration by<br>04/11/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Australia | Application No.<br>722878<br>Registration No.<br>722878   | Class 42: restaurant, bar and catering services   | Filed 11/27/96<br>Registered 10/16/97 | Renew Registration by<br>11/27/06 |

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|   |                |   |   |   |   |
|---|----------------|---|---|---|---|
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Austria</p> | <p>Application No.<br/>AM2951/97<br/>Registration No.<br/>172 966</p> | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; eggs, milk and milk products; edible oils and fats, fruits and canned vegetables; cream cheese, spreads of butter and margarine, hummus, fruit butters, fruit spreads as jellies and marmalade, peanut butter<br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flours and cereal preparations, bread, fine pastries and condiments, ices; honey, golden syrup; yeast, baking powder; salt, mustard; vinegar, salad dressings; spices, bagels<br/>Class 42: restaurant services</p> | <p>Filed 06/03/97<br/>Registered 12/10/97</p> | <p>Renew Registration by<br/>12/10/07</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Austria</p> | <p>Application No.<br/>AM2952/97<br/>Registration No.<br/>172967</p>  | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams; eggs, milk and milk products; edible oils and fats, fruits and canned vegetables; cream cheese, spreads of butter and margarine, hummus, fruit butters, fruit spreads as jellies and marmalade, peanut butter<br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flours and cereal preparations, bread, fine pastries and condiments, ices; honey, golden syrup; yeast, baking powder; salt, mustard; vinegar, salad dressings; spices, bagels<br/>Class 42: restaurant services</p> | <p>Filed 06/03/97<br/>Registered 12/10/97</p> | <p>Renew Registration by<br/>12/10/07</p> |

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|---|----------------|---|--|---|--|
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Benelux</p> | <p>Application No.<br/>881716<br/>Registration No.<br/>614860</p>       | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats; spreads; cream cheese, spreads containing butter and margarine, fruit butters, fruit spreads, like jams and jellies, peanut butter<br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee; flour and cereal preparations, bread, pastry and confectionery, edible ices; honey, molasses; yeast, baking powder; salt, mustard; vinegar, sauces; spices; ice; mayonnaise; bagels, bakery products not included in other classes.<br/>Class 42: restaurant services</p> | <p>Filed 11/08/96<br/>Registered 04/01/98</p>   | <p>Renew Registration by<br/>11/08/06</p>  |
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Brazil</p>  | <p>Application No.<br/>819986020</p>                                    | <p>Class 42: restaurant services</p>   | <p>Filed 07/23/97<br/>Published 08/31/99<br/>No oppositions filed per counsel's 04/14/03 letter and decision should be rendered shortly</p> | <p>Check status of application 06/15/03</p>  |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Brazil</p>  | <p>Application No.<br/>820112933</p>                                    | <p>Class 42: restaurant services</p>   | <p>Filed 06/30/97<br/>No further action taken per counsel's 09/09/02 letter</p>   | <p>Check status of application</p>   |
| <p>EINSTEIN'S<br/>Progressive Bagel Concepts, Inc.</p>  | <p>Brazil</p>  | <p>Application No.<br/>818897180<br/>Registration No.<br/>818897180</p> | <p>Class 42: restaurant services</p>   | <p>Filed 11/14/95<br/>Registered 08/15/00</p>   | <p>Confirm with client whether registration is to be maintained<br/>Renew Registration by<br/>08/15/10</p> |

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| Trademark   | Country  | Application No.<br>Registration No.                          | Class 42: restaurant services  | Filed<br>Registered                   | Renew Registration by             |
|---|----------|--|--|---------------------------------------|-----------------------------------|
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Bulgaria | Application No.<br>38726<br>Registration No.<br>6514         | Class 42: restaurant services  | Filed 06/02/97<br>Registered 02/16/98 | Renew Registration by<br>06/02/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.        | Bulgaria | Application No.<br>38727<br>Registration No.<br>6563         | Class 42: restaurant services  | Filed 02/06/97<br>Registered 10/03/98 | Renew Registration by<br>02/06/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.        | Canada   | Application No.<br>830,064<br>Registration No.<br>TMA540,399 | restaurant and bakery services   | Filed 11/26/96<br>Registered 01/26/01 | Renew Registration by<br>01/26/16 |
| EINSTEIN'S<br>Einstein/Noah Bagel Corp.           | Canada   | Application No.<br>796,683<br>Registration No.<br>540,449    | cream cheese and other spreads and condiments, namely butter and margarine blend spread, hummus, fruit butters, fruit spreads, jellies, jams, honey, peanut butter, mayonnaise and mustard; bagels, bread, bagel chips and bakery products, namely bread sticks, buns, cakes, cookies, croissants, donuts, muffins and rolls; coffee and tea | Filed 11/06/95<br>Registered 01/29/01 | Renew Registration by<br>01/29/16 |
| EINSTEIN BROS<br>Progressive Bagel Concepts, Inc. | Chile    | Application No.<br>334,488<br>Registration No.<br>514,429    | Class 42: restaurant services  | Filed 02/14/96<br>Registered 06/10/98 | Renew Registration by<br>06/10/08 |

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|   |          |   |                               |                                       |                                   |
|---|----------|---|-------------------------------|---------------------------------------|-----------------------------------|
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.        | China    | Application No.<br>970068635<br>Registration No.<br>1205833 | Class 42: restaurant services | Filed 07/04/97<br>Registered 09/07/98 | Renew Registration by<br>09/06/08 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Colombia | Application No.<br>97019204<br>Registration No.<br>232651   | Class 42: restaurant services | Filed 07/04/97<br>Registered 02/08/01 | Renew Registration by<br>02/08/11 |
| EINSTEIN BROS<br>Progressive Bagel Concepts, Inc. | Colombia | Application No.<br>95053333<br>Registration No.<br>188430   | Class 42: restaurant services | Filed 11/10/95<br>Registered 05/29/96 | Renew Registration by<br>05/29/06 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Cyprus   | Application No.<br>48270<br>Registration No.<br>48270       | Class 42: restaurant services | Filed 07/03/97<br>Registered 04/04/02 | Renew Registration by<br>07/03/04 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.        | Cyprus   | Application No.<br>48269<br>Registration No.<br>48269       | Class 42: restaurant services | Filed 07/03/97<br>Registered 04/04/02 | Renew Registration by<br>07/03/04 |

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|   |                |   |   |                                       |                                   |
|---|----------------|---|---|---------------------------------------|-----------------------------------|
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Czech Republic | Application No.<br>122890<br>Registration No.<br>210065 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products<br>Class 42: restaurant services | Filed 06/05/97<br>Registered 05/27/98 | Renew Registration by<br>06/05/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Czech Republic | Application No.<br>122891<br>Registration No.<br>210066 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products<br>Class 42: restaurant services | Filed 06/05/97<br>Registered 05/27/98 | Renew Registration by<br>06/05/07 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Estonia        | Application No.<br>9701221<br>Registration No.<br>26781 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products<br>Class 42: restaurant services | Filed 06/05/97<br>Registered 09/29/98 | Renew Registration by<br>09/29/08 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Estonia        | Application No.<br>9701222<br>Registration No.<br>26782 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products<br>Class 42: restaurant services | Filed 06/05/97<br>Registered 09/29/98 | Renew Registration by<br>09/29/08 |

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| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>European Community</p> | <p>Application No.<br/>581512<br/>Registration No.<br/>581512</p> | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats; spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, peanut butter<br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice; mayonnaise; bagels; bagel chips, bakery products<br/>Class 42: restaurant services, providing of food and drink; temporary accommodation</p> | <p>Filed 05/30/97<br/>Registered 05/18/99</p> | <p>Renew Registration by<br/>05/30/07</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>European Community</p> | <p>Application No.<br/>3848<br/>Registration No.<br/>3848</p>     | <p>Class 29: cream cheese, spreads, colcslaw, vegetable salads<br/>Class 30: coffee, tea, bagels, bread, bagel chips, bakery products, condiments, spices, sauces, salad dressings, mayonnaise<br/>Class 42: restaurant and bakery services</p>  | <p>Filed 04/01/96<br/>Registered 11/12/97</p> | <p>Renew Registration by<br/>04/01/06</p> |

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| SHINING BAGEL Design<br>Einstein Bros. Bagels, Inc. | European<br>Community | Application No.<br>3830<br>Registration No.<br>3830           | Class 29: cream cheese, spreads, coleslaw, vegetable salads<br>Class 30: coffee, tea, bagels, bread, bagel chips, bakery products, condiments, spices, sauces, salad dressings, mayonnaise<br>Class 42: restaurant and bakery services  | Filed 04/01/96<br>Registered 11/12/97                      | Renew Registration by<br>04/01/06 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.          | France                | Application No.<br>96652908<br>Registration No.<br>96652908   | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads; hummus, fruit butters, fruit spreads such as jellies and jams, honey, peanut butter, mayonnaise, and mustard<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services  | Filed 11/28/96<br>Registration effective as of filing date | Renew Registration by<br>11/28/06 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.          | Germany               | Application No.<br>396493378<br>Registration No.<br>396493378 | Class 29: spreads and their findings (as included in Class 29), in particular light cheese and cream cheese, spreads with butter or margarine, hummus, fruit butters, fruit spreads, as jellies and marmalade, honey, peanut butter<br>Class 30: rolls, bread, pastries and condiments, coffee, tea, cocoa; mayonnaise and mustard<br>Class 42: catering for guests | Filed 11/13/96<br>Registered 05/07/97                      | Renew Registration by<br>11/30/06 |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Hong Kong | Application No.<br>9705884<br>Registration No.<br>01746/1999 | Class 42: restaurant services  | Filed 05/01/97<br>Registered 02/10/99 | Renew Registration by<br>05/01/04 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Hungary   | Application No.<br>M9701905<br>Registration No.<br>151283    | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/03/97<br>Registered 04/23/98 | Renew Registration by<br>06/03/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Hungary   | Application No.<br>M9701906<br>Registration No.<br>151286    | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/03/97<br>Registered 04/23/98 | Renew Registration by<br>06/03/07 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Iceland   | Application No.<br>709/1997<br>Registration No.<br>813/1997  | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/02/97<br>Registered 07/22/97 | Renew Registration by<br>07/22/07 |

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| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Iceland   | Application No.<br>708/1997<br>Registration No.<br>1400/1997 | Class 29: spread and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/02/97<br>Registered 10/27/97                      | Renew Registration by<br>12/16/06 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Indonesia | Application No.<br>11717<br>Registration No.<br>414252       | Class 42: providing of food and drink, temporary accomodation, medical, hygienic and beauty care, veterinary and agricultural services, legal services, scientific and industrial research, computer programming  | Filed 06/16/97<br>Registered 04/02/98                      | Renew registration by<br>12/16/06 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Indonesia | Application No.<br>11718<br>Registration No.<br>413772       | Class 42: providing of food and drink, temporary accomodation, medical, hygienic and beauty care, veterinary and agricultural services, legal services, scientific and industrial research, computer programming  | Filed 06/17/97<br>Registered 04/02/98                      | Renew registration by<br>12/16/06 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Ireland   | Application No.<br>202853<br>Registration No.<br>202853      | Class 42: restaurant services; catering services; banquet services; bar and lounge services; preparation of food and drink; fast food services; café services   | Filed 11/11/96<br>Registration effective as of filing date | Renew Registration by<br>11/11/06 |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Israel  | Application No.<br>112749<br>Registration No.<br>112749     | Class 42: restaurant services   | Filed 06/02/97<br>Registered 07/06/98 | Renew Registration by<br>06/01/04 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Israel  | Application No.<br>112748<br>Registration No.<br>112748     | Class 42: restaurant services   | Filed 06/02/97<br>Registered 07/06/98 | Renew Registration by<br>06/01/04 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Italy   | Application No.<br>RM96004986<br>Registration No.<br>759398 | Class 29: all goods<br>Class 30: all goods<br>Class 42: restaurant services   | Filed 11/13/96<br>Registered 09/01/98 | Renew Registration by<br>11/13/06 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Jamaica | Application No.<br>29/1476<br>Registration No.<br>31608     | Class 29: spreads and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads; hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams; peanut butter, meat,<br>fish, poultry and game; meat<br>extracts; preserved, dried and cooked<br>fruits and vegetables; fruit sauces,<br>eggs, milk and milk products; edible<br>oil and fats | Filed 06/25/97<br>Registered 06/11/97 | Renew Registration by<br>06/11/04 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Jamaica | Application No.<br>30/2198<br>Registration No.<br>31446     | Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea,<br>cocoa, sugar, rice, tapioca, sago,<br>artificial coffee; flour and preparations<br>made from cereals; pastry and<br>confectionery; ices; honey, treacle,<br>yeast, baking powder; salt, mustard,<br>vinegar; sauces (condiments); spices  | Filed 06/25/97<br>Registered 06/11/97 | Renew Registration by<br>06/11/04 |

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| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Jamaica</p> | <p>Application No.<br/>302196<br/>Registration No.<br/>B31,017</p>     | <p>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea, cocoa, sugar, rice tapioca, sago, artificial coffee; flour and preparations made from cereals; pastry and confectionery; ices; honey; treacle; yeast; baking powder; salt, mustard, vinegar; sauces (condiments); spices</p>  | <p>Filed 06/11/97<br/>Registration effective as of filing date</p> | <p>Renew Registration<br/>06/11/04</p>    |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Jamaica</p> | <p>Application No.<br/>291477<br/>Registration No.<br/>32,308</p>      | <p>Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, peanut butter, meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; fruit sauces, eggs; milk and milk products; edible oils and fats</p> | <p>Filed 06/11/97<br/>Registration effective as of filing date</p> | <p>Renew Registration by<br/>06/11/04</p> |
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Japan</p>   | <p>Application No.<br/>1277621/97<br/>Registration No.<br/>4309585</p> | <p>Class 29: jams, peanut butter and marmalade; other process vegetables and processed fruit; cream cheese, other dairy products; margarine, other edible oils and fats<br/>Class 30: coffee and cocoa; tea; donuts, biscuits, buns, other confectionery and bread; honey; seasonings<br/>Class 42: offering of drink and food</p>               | <p>Filed 06/13/97<br/>Registered 08/27/99</p>                      | <p>Renew Registration by<br/>08/27/09</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Japan</p>   | <p>Application No.<br/>130260/96<br/>Registration No.<br/>4166718</p>  | <p>Class 42: restaurant services; offering of drinks and food</p>  | <p>Filed 11/19/96<br/>Registered 07/17/98</p>                      | <p>Renew Registration by<br/>07/17/08</p> |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Kenya   | Application No.<br>SMA 1104<br>Registration No.<br>1104 | Class 42: restaurant services   | Filed 06/10/97<br>Registered 03/26/99                         | Renew Registration by<br>06/10/04 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Kenya   | Application No.<br>SMA 1103<br>Registration No.<br>1103 | Class 42: restaurant services   | Filed 06/10/97<br>Registered 03/26/99                         | Renew Registration by<br>06/10/04 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Lebanon | Application No.<br>20871<br>Registration No.<br>72746   | Class 29: spreads and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/05/97<br>Registration effective as of<br>filing date | Renew Registration by<br>07/05/12 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Lebanon | Application No.<br>20871<br>Registration No.<br>72745   | Class 29: spreads and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/05/97<br>Registration effective as of<br>filing date | Renew Registration by<br>07/05/12 |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Malaysia | Application No.<br>9709817<br>Registration No.<br>9709817 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter | Filed 07/18/97<br>Registered 04/22/02  | Renew Registration by<br>07/18/04       |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Malaysia | Application No.<br>9709818<br>Registration No.<br>9709818 | Class 30: bagels, bread, bagel chips and bakery products; coffee and tea  | Filed 07/18/97<br>Registered 08/27/01  | Renew Registration by<br>07/18/07       |
| EINSTEIN BROS<br>Progressive Bagel Concepts, Inc. | Malaysia | Application No.<br>MA/13618/95                            | Class 29: cream cheese and other spreads and condiments   | Filed 12/19/95<br>Published 08/22/02<br>[Opposition period ended<br>10/29/02]<br>Registration fee paid<br>04/16/03 | Check status of<br>application 06/15/03 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.   | Mexico   | Application No.<br>299081<br>Registration No.<br>538394   | Class 42: restaurant services   | Filed 06/23/97<br>Registered 09/22/97  | Renew Registration by<br>06/23/07       |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.        | Mexico   | Application No.<br>281804<br>Registration No.<br>600540   | Class 42: restaurant services   | Filed 12/09/96<br>Registered 03/31/99  | Renew Registration by<br>12/09/06       |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Morocco     | Application No.<br>63234<br>Registration No.<br>63234   | Class 29: spreads and condiments, namely, cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads, namely, jellies and jams, peanut butter<br>Class 30: bakery products, bread, pastry; coffee and tea<br>Class 42: restaurant services | Filed 07/02/97<br>Registration effective as of filing date | Renew Registration by<br>07/02/17  |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Morocco     | Application No.<br>63233                                | Class 29: spreads and condiments, namely, cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads, namely, jellies and jams, peanut butter<br>Class 30: bakery products, bread, pastry; coffee and tea<br>Class 42: restaurant services | Filed 07/02/97<br>Registration effective as of filing date | Renew Registration by<br>07/02/17  |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | New Zealand | Application No.<br>275324<br>Registration No.<br>275324 | Class 42: services relating to the provision of food, drink and temporary accommodation; restaurant and bar services   | Filed 04/11/97<br>Registered 12/04/97                      | Renew Registration by<br>04/11/04  |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | New Zealand | Application No.<br>269379<br>Registration No.<br>269379 | Class 42: services relating to the provision of food, drink and temporary accommodation; restaurant and bar services   | Filed 11/11/96<br>Registered 11/18/97                      | Renew Registration by<br>11/11/03<br>(Counsel instructed to renew by former U.S. counsel 01/14/03) |

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| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Norway</p> | <p>Application No.<br/>19974490<br/>Registration No.<br/>189672</p> | <p>Class 29: cream cheese, butter and margarine spreads, hummus, fruit mixtures, fruit spreads such as jellies and jam, peanut butter, meat, fish, poultry and game; meat extracts; preserved, dried and boiled fruits and vegetables; stewed fruit; eggs, milk and milk products; edible oils and fats<br/>Class 30: bagels, bread, bagel chips, pastry and bakery products, coffee and tea, cocoa, sugar, rice, tapioca, sago, coffee substitute; flour and foodstuffs of corn, pastry and confectionery, confectionery, ice-cream; honey, treacle; yeast, baking powder; salt, mustard; vinegar, sauces; spices; ice-cream<br/>Class 42: restaurant services; entertainment and supply of food and drinks</p> | <p>Filed 06/06/97<br/>Registered 04/30/98</p> | <p>Renew Registration by<br/>04/30/08</p> |
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| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Norway</p>   | <p>Application No.<br/>19974489<br/>Registration No.<br/>190324</p> | <p>Class 29: cream cheese, butter and margarine spreads, hummus, fruit mixtures, fruit spreads such as jellies and jam, peanut butter, meat, fish, poultry and game; meat extracts; preserved, dried and boiled fruits and vegetables; stewed fruit; eggs, milk and milk products; edible oils and fats<br/>Class 30: bagels, bread, bagel chips, pastry and bakery products, coffee and tea, cocoa, sugar, rice, tapioca, sago, coffee substitute; flour and foodstuffs of corn, pastry and confectionery, confectionery, ice-cream; honey, treacle; yeast, baking powder, salt, mustard; vinegar, sauces; spices; ice-cream<br/>Class 42: restaurant services; entertainment and supply of food and drinks</p> | <p>Filed 06/06/97<br/>Registered 05/29/98</p>                   | <p>Renew Registration by<br/>05/29/08</p>       |
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Pakistan</p> | <p>Application No.<br/>141783</p>                                   | <p>Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter</p>   | <p>Filed 06/06/97<br/>Approved for publication<br/>08/03/01</p> | <p>Check status of<br/>application 04/15/03</p> |
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Pakistan</p> | <p>Application No.<br/>141784</p>                                   | <p>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea</p>  | <p>Filed 06/06/97<br/>Approved for publication<br/>08/03/01</p> | <p>Check status of<br/>application 04/15/03</p> |

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| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Pakistan    | Application No.<br>141785                             | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter | Filed 06/06/97<br>Approved for publication<br>08/03/01 | Check status of<br>application 04/15/03 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Pakistan    | Application No.<br>141782                             | Class 30: bagels, bread, bagel chips and bakery products; coffee and tea  | Filed 06/06/97<br>Approved for publication<br>08/03/01 | Check status of<br>application 04/15/03 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Panama      | Application No.<br>89309<br>Registration No.<br>89309 | Class 42: restaurant services   | Filed 08/08/97<br>Registered 05/13/99                  | Renew Registration by<br>08/08/07       |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Peru        | Application No.<br>45429<br>Registration No.<br>12423 | Class 42: restaurant services   | Filed 08/07/97<br>Registered 10/22/97                  | Renew Registration by<br>10/22/07       |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Peru        | Application No.<br>45591<br>Registration No.<br>12441 | Class 42: restaurant services   | Filed 08/19/97<br>Registered 10/23/97                  | Renew Registration by<br>10/23/07       |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Philippines | Application No.<br>117919                             | Class 42: restaurant services   | Filed 02/14/97<br>Publication fee paid<br>12/10/02     | Check status of<br>application 04/15/03 |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Poland      | Application No.<br>Z174.956<br>Registration No.<br>R-121289 | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 06/19/97<br>Registered 01/16/01 | Renew Registration by<br>06/19/07  |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Poland      | Application No.<br>Z177.886<br>Registration No.<br>R121020  | Class 29: spreads and condiments, namely cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 09/12/97<br>Registered 12/29/00 | Renew Registration by<br>09/12/07  |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | Puerto Rico | Application No.<br>40868<br>Registration No.<br>40868       | Class 42: restaurant services  | Filed 07/01/97<br>Registered 12/28/98 | Statement of Use due<br>07/01/02 (confirm<br>whether filed)<br>Renew Registration by<br>07/01/07     |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | Puerto Rico | Application No.<br>41564<br>Registration No.<br>41564       | Class 42: restaurant services  | Filed 07/01/97<br>Registered 04/14/99 | Statement of Use was<br>due 07/01/02 (confirm<br>whether filed)<br>Renew Registration by<br>07/01/07 |

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| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Russia</p>       | <p>Application No.<br/>97705716<br/>Registration No.<br/>166938</p>   | <p>Class 29: peanut butter, spreads, cheese and margarine blends, fruit butters; spreads of edible oils, fruit jellies, jams<br/>Class 30: bread rolls, bagel chips and bakery products; coffee and tea, honey<br/>Class 42: restaurant services, cafes, cafeterias, bars, snack bars</p>                      | <p>Filed 04/21/97<br/>Registered 07/01/97</p> | <p>Renew Registration by<br/>04/21/07</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Russia</p>       | <p>Application No.<br/>96716005<br/>Registration No.<br/>174001</p>   | <p>Class 29: peanut butter, spreads, cheese and margarine blends, fruit butters; spreads of edible oils, fruit jellies, jams<br/>Class 30: bread rolls, bagel chips and bakery products; coffee and tea, honey<br/>Class 42: restaurant services, cafes, cafeterias, bars, snack bars</p>                      | <p>Filed 12/02/96<br/>Registered 04/09/99</p> | <p>Renew Registration by<br/>12/02/06</p> |
| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>South Africa</p> | <p>Application No.<br/>97705380<br/>Registration No.<br/>97705380</p> | <p>Class 29: meat, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, peanut butter, fruit sauces; eggs, milk and milk products, edible oils and fats, including cream cheese, butter and margarine blend spreads, hummus, fruit butters and fruit spreads</p> | <p>Filed 04/11/97<br/>Registered 05/18/00</p> | <p>Renew Registration by<br/>04/11/07</p> |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | South Africa | Application No.<br>97/05381<br>Registration No.<br>97/05381 | Class 30: coffee, tea, cocoa, sugar, rice tapioca, sago, artificial coffee; flour and preparations made from cereals; bread, pastry and confectionery, including bagels, bread, bagel chips and bakery products; honey, treacle; yeast, baking powder; salt, mustard, vinegar sauces (condiments); pickles and spices; ice | Filed 04/11/97<br>Registered 05/18/00 | Renew Registration by<br>04/11/07 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | South Africa | Application No.<br>97/05382<br>Registration No.<br>97/05382 | Class 42: providing of food and drink including restaurant services  | Filed 04/11/97<br>Registered 05/18/00 | Renew Registration by<br>04/11/07 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | South Africa | Application No.<br>96/16384<br>Registration No.<br>96/16384 | Class 42: providing of food and drink including restaurant services, snack bars, self-service restaurants and take aways   | Filed 11/18/96<br>Registered 02/13/01 | Renew Registration by<br>11/18/06 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp. | South Korea  | Application No.<br>97-5103<br>Registration No.<br>47862     | Class 42: restaurant services  | Filed 04/12/97<br>Registered 10/02/98 | Renew Registration by<br>10/02/08 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.      | South Korea  | Application No.<br>96-13877<br>Registration No.<br>51411    | Class 42: restaurant services  | Filed 11/11/96<br>Registered 12/28/98 | Renew Registration by<br>12/28/08 |

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| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Switzerland</p> | <p>Application No.<br/>4342/1997<br/>Registration No.<br/>449.171</p> | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats; spreads and spices, cream cheese, with butter and margarine spreads, fruit butters, fruit spreads as jellies and jams, peanut butter<br/><br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flours and cereal preparations; bread, fine pastries and condiments, ices; honey, golden syrup; yeast, baking powder; salt, mustard, vinegar, sauces; flavourings, spices, ice for refreshment; bread rolls, bagels<br/><br/>Class 42: restaurant services</p> | <p>Filed 06/02/97<br/>Registered 03/12/98</p> | <p>Renew Registration by<br/>06/02/07</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Switzerland</p> | <p>Application No.<br/>4343/1997<br/>Registration No.<br/>449.137</p> | <p>Class 29: meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, fruit sauces; eggs, milk and milk products; edible oils and fats; spreads and spices, cream cheese, with butter and margarine spreads, fruit butters, fruit spreads as jellies and jams, peanut butter<br/><br/>Class 30: coffee, tea, cocoa, sugar, rice, tapioca, sago, coffee substitutes; flours and cereal preparations; bread, fine pastries and condiments, ices; honey, golden syrup; yeast, baking powder; salt, mustard, vinegar, sauces; flavourings, spices, ice for refreshment; bread rolls, bagels<br/><br/>Class 42: restaurant services</p> | <p>Filed 06/02/97<br/>Registered 03/12/98</p> | <p>Renew Registration by<br/>06/02/07</p> |

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| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.    | Taiwan  | Application No.<br>8631506<br>Registration No.<br>98946  | Class 42: restaurant services  | Filed 06/23/97<br>Registered 04/01/98 | Renew Registration by<br>01/29/08 |
| EINSTEIN BROS.<br>Progressive Bagel Concepts, Inc. | Taiwan  | Application No.<br>84037108<br>Registration No.<br>89195 | Class 42: restaurant services  | Filed 11/17/95<br>Registered 03/02/97 | Renew Registration by<br>02/28/07 |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.    | Tangier | Application No.<br>12209<br>Registration No.<br>12209    | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/08/97<br>Registered 09/18/97 | Renew Registration by<br>01/08/17 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.         | Tangier | Application No.<br>12210<br>Registration No.<br>12210    | Class 29: spread and condiments,<br>namely cream cheese, butter and<br>margarine blend spreads, hummus,<br>fruit butters, fruit spreads such as<br>jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips<br>and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/08/97<br>Registered 07/08/97 | Renew Registration by<br>01/08/17 |

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| <p>DOUBLE CIRCLE LOGO<br/>Einstein/Noah Bagel Corp.</p> | <p>Ukraine</p> | <p>Application No.<br/>97061838<br/>Registration No.<br/>20268</p>  | <p>Class 29: spreads and condiments, namely cream cheese, butter and margarine spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br/>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br/>Class 42: providing of food and drink; temporary accommodation; medical, hygienic and beauty care; veterinary and agricultural services; legal services; scientific and industrial research; computer programming; restaurant services</p> | <p>Filed 06/17/97<br/>Registered 08/15/01</p> | <p>Renew Registration by<br/>06/17/07</p> |
| <p>EINSTEIN BROS<br/>Einstein/Noah Bagel Corp.</p>      | <p>Ukraine</p> | <p>Application No.<br/>97061837T<br/>Registration No.<br/>20581</p> | <p>Class 29: spreads and condiments, namely cream cheese, butter and margarine spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br/>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br/>Class 42: providing of food and drink; temporary accommodation; medical, hygienic and beauty care; veterinary and agricultural services; legal services; scientific and industrial research; computer programming; restaurant services</p> | <p>Filed 06/17/97<br/>Registered 09/17/01</p> | <p>Renew Registration by<br/>06/17/07</p> |

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| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.    | United Kingdom | Application No.<br>2115394<br>Registration No.<br>2113394      | Class 29: spreads; cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads, jellies and jams, honey, peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea, mayonnaise and mustard, condiments<br>Class 42: restaurant services | Filed 11/11/96<br>Registered 12/26/97   | Renew Registration by<br>11/11/06   |  |
| EGGEL<br>Baltimore Bagel Co.                  | United States  | Registration No.<br>98631                                      | Class 46: bagel topped with omiclet  | Registered 01/24/94   | Renew Registration by<br>01/24/04   |  |
| FAMOUS BALTIMORE EGGEL<br>Baltimore Bagel Co. | United States  | Registration No.<br>98630                                      | Class 46: bagel topped with cheese omiclet   | Registered 01/24/94   | Renew Registration by<br>01/24/04   |  |
| BAGEL & BAGEL<br>Einstein and Noah Corp.      | United States  | Application No.<br>74/547,132<br>Registration No.<br>2,181,665 | Class 29: fruit preserves and cream cheese<br>Class 30: milk and bakery goods, namely, bagels, muffins, bagel chips, and desserts, namely, cakes and pies  | Filed 07/08/94<br>Registered 08/18/98<br>First Use: 05/89<br>In Commerce: 05/89       | File Affidavit of Use by<br>08/18/04<br>Renew Registration by<br>08/18/08 |  |
| BAGEL & BAGEL<br>Einstein and Noah Corp.      | United States  | Application No.<br>74/545,735<br>Registration No.<br>2,356,417 | Class 42: restaurant and bakery services   | Filed 07/05/94<br>Registered 06/13/00<br>First Use: 05/89<br>In Commerce: 05/89       | File Affidavit of Use by<br>06/13/06<br>Renew Registration by<br>06/13/10 |  |
| BAGEL SCHLEPPER<br>Einstein and Noah Corp.    | United States  | Application No.<br>76/033,107<br>Registration No.<br>2,537,310 | Class 16: carrier for bagels made of paper, cardboard and chipboard  | Filed 04/24/00<br>Registered 02/05/02<br>First Use: 05/01/01<br>In Commerce: 05/01/01 | File Affidavit of Use by<br>02/05/08<br>Renew Registration by<br>02/05/12 |  |

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| BOHEMIAN BLEND<br>Einstein and Noah Corp.          | United States | Application No.<br>76/186,992<br>Registration No.<br>2,664,238 | Class 30: coffee including ground and whole bean coffee<br>First Use: 02/01/01<br>In Commerce: 02/01/01  | Filed 12/28/00<br>Registered 12/17/02   | File Affidavit of Use by<br>12/17/08<br>Renew Registration by<br>12/17/12 |
| CHICAGO BAGEL DOG<br>Einstein and Noah Corp.       | United States | Application No.<br>75/501,370<br>Registration No.<br>2,282,292 | Class 30: hot dog sandwiches<br>First Use: 04/01/98<br>In Commerce: 04/01/98<br>disclaims "bagel dog"  | Filed 06/12/98<br>Registered 09/28/99   | File Affidavit of Use by<br>09/28/05<br>Renew Registration by<br>09/28/09 |
| COME BACK FOR LUNCH<br>Einstein and Noah Corp.     | United States | Application No.<br>75/864,449<br>Registration No.<br>2,489,093 | Class 42: restaurant services<br>First Use: 01/00<br>In Commerce: 01/00  | Filed 12/06/99<br>Registered 09/11/01   | File Affidavit of Use by<br>09/11/07<br>Renew Registration by<br>09/11/11 |
| COOL CAT<br>Einstein and Noah Corp.                | United States | Application No.<br>74/720,016                                  | Class 30: cappuccino, iced cappuccino and slushy cappuccino<br>First Used: 08/29/95<br>In Commerce: 11/13/95   | Filed 08/25/95<br>Suspended pending outcome of Application No. 74/687,335 KOOL KAT for "soft drinks." 12/14/01.<br>Application No. 74/687,335 abandoned 10/31/02 after inter-partes decision (opposition filed by Kraft Foods owner of KOOL-AID mark) | Follow up re removal from suspension                                      |
| CURVED TRAPEZOID Design<br>Einstein and Noah Corp. | United States | Application No.<br>74/732,661<br>Registration No.<br>2,129,724 | Class 29: spreads and condiments, namely, cream cheese, butter and margarine blend spread, hummus, fruit butters, fruit spreads such as jellies and jams, honey, peanut butter, mayonnaise and mustard<br>First Use: 08/29/95<br>In Commerce: 11/13/95 | Filed 09/21/95<br>Registered 01/20/98   | File Affidavit of Use by<br>01/20/04<br>Renew Registration by<br>01/20/08 |

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| CURVED TRAPEZOID Design<br>Einstein and Noah Corp. | United States | Application No.<br>74,732,662<br>Registration No.<br>2,183,221 | Class 30: bagels, bread, bagel chips and bakery products<br>First Use: 08/29/95<br>In Commerce: 11/13/95  | Filed 09/21/95<br>Registered 08/25/98 | File Affidavit of Use by<br>08/25/04<br>Renew Registration by<br>08/25/08 |
| DARN GOOD COFFEE<br>Einstein Acquisition Corp.     | United States | Application No.<br>76,314,373<br>Registration No.<br>2,673,186 | Class 30: coffee<br>First Use: 01/02<br>In Commerce: : 01/02  | Filed 09/19/02<br>Registered 01/07/03 | File Affidavit of Use by<br>01/07/11<br>Renew Registration by<br>01/07/13 |
| DOUBLE CIRCLE LOGO<br>Einstein and Noah Corp.      | United States | Application No.<br>75,177,937<br>Registration No.<br>2,253,994 | Class 29: spreads and condiments, namely, cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads, namely, jellies and jams, peanut butter<br>First Use: 10/06/96<br>In Commerce: 10/06/96 | Filed 10/07/96<br>Registered 06/15/99 | File Affidavit of Use by<br>06/15/05<br>Renew Registration by<br>06/15/09 |
| DOUBLE CIRCLE LOGO<br>Einstein and Noah Corp.      | United States | Application No.<br>75,177,941<br>Registration No.<br>2,239,308 | Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>First Use: 10/06/96<br>In Commerce: 10/06/96  | Filed 10/07/96<br>Registered 04/13/99 | File Affidavit of Use by<br>04/13/05<br>Renew Registration by<br>04/13/09 |

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| DOUBLE CIRCLE LOGO<br>Einstein and Noah Corp. | United States | Application No.<br>75/177,939<br>Registration No.<br>2,209,525 | Class 42: restaurant services<br>First Use: 10/06/96<br>In Commerce: 10/06/96  | Filed 10/07/96<br>Registered 12/08/98  | File Affidavit of Use by<br>12/08/04<br>Renew Registration by<br>12/08/08      |
| EINSTEIN BROS<br>Einstein and Noah Corp.      | United States | Application No.<br>75/051,994<br>Registration No.<br>2,461,914 | Class 20: plastic name badges,<br>plastic key chains and plastic flags<br>First Use: 06/20/95<br>In Commerce: 06/20/95   | Filed 02/01/96<br>Registered 06/19/01  | File Affidavit of Use by<br>06/19/07<br>Renew Registration by<br>06/19/11      |
| EINSTEIN BROS<br>Einstein and Noah Corp.      | United States | Application No.<br>75/051,996<br>Registration No.<br>2,272,532 | Class 21: mugs, cups, and beverage<br>cooler sleeves<br>First Use: 11/13/95<br>In Commerce: 11/13/95   | Filed: 02/10/96<br>Registered: 08/24/99  | File Affidavit of Use by:<br>08/24/05<br>Renew Registration by<br>08/24/09     |
| EINSTEIN BROS<br>Einstein and Noah Corp.      | United States | Application No.<br>74/732,658<br>Registration No.<br>2,092,522 | Class 29: spreads and condiments,<br>namely, cream cheese, butter and<br>margarine blend spread, carrot<br>hummus, fruit butters, fruit spreads<br>such as jellies and jams, peanut butter<br>First Use: 11/13/95<br>In Commerce: 11/19/95 | Filed 09/21/95<br>Registered 09/02/97<br>Client is maintaining as of<br>04/17/03<br>Affidavit of Use filed<br>05/09/03 | Confirm Acceptance of<br>Affidavit of Use<br>Renew Registration by<br>09/02/07 |
| EINSTEIN BROS<br>Einstein and Noah Corp.      | United States | Application No.<br>74/732,659<br>Registration No.<br>2,146,983 | Class 30: bagels, bread, bagel chips<br>and bakery products<br>First Use: 11/13/95<br>In Commerce: 11/19/95  | Filed 09/21/95<br>Registered 03/31/98<br>Affidavit of Use to client<br>05/23/03  | File Affidavit of Use by<br>03/31/04<br>Renew Registration by<br>03/31/08      |

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| EINSTEIN BROS<br>Einstein and Noah Corp.                        | United States | Application No.<br>75/032,035<br>Registration No.<br>2,078,607 | Class 30: coffee and tea<br>First Use: 11/13/95<br>In Commerce: 11/19/95   | Filed 12/13/95<br>Registered 07/15/97<br>Affidavit of Use filed<br>05/09/03 | Confirm Acceptance of<br>Affidavit of Use<br>Renew Registration by<br>07/15/07 |
| EINSTEIN BROS<br>Einstein and Noah Corp.                        | United States | Application No.<br>74/732,660<br>Registration No.<br>2,060,493 | Class 42: restaurant and bakery<br>services<br>First Use: 11/13/95<br>In Commerce: 11/19/95                                  | Filed 09/21/95<br>Registered 05/13/97<br>Affidavit of Use filed<br>05/05/03 | Confirm Acceptance of<br>Affidavit of Use<br>Renew Registration by<br>05/13/07 |
| EINSTEIN BROS BAGELS and Circle Logo<br>Einstein and Noah Corp. | United States | Application No.<br>75/177,938<br>Registration No.<br>2,211,548 | Class 30: bagels, bread, bagel chips,<br>and bakery products; coffee and tea<br>First Use: 10/06/96<br>In Commerce: 10/06/96 | Filed 10/07/96<br>Registered 12/15/98                                       | File Affidavit of Use by<br>12/15/04<br>Renew Registration by<br>12/15/08      |
| EINSTEIN BROS BAGELS and Circle Logo<br>Einstein and Noah Corp. | United States | Application No.<br>75/177,945<br>Registration No.<br>2,194,140 | Class 42: restaurant services<br>First Use: 10/06/96<br>In Commerce: 10/06/96  | Filed 10/07/96<br>Registered 10/06/98                                       | File Affidavit of Use by<br>10/06/04<br>Renew Registration by<br>10/06/08      |
| EINSTEIN BROS. BAGELS and Design<br>Einstein and Noah Corp.     | United States | Application No.<br>75/026,043<br>Registration No.<br>2,094,203 | ..   | Filed 11/29/95<br>Registered 09/09/97                                       | File Affidavit of Use by<br>09/09/03<br>Renew Registration by<br>09/09/07      |

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| EINSTEIN'S<br>Einstein and Noah Corp.              | United States | Application No.<br>74/675,983<br>Registration No.<br>2,217,510 | Class 42: restaurant services<br>First Use: 06/20/95<br>In Commerce: 10/05/95   | Filed 05/15/95<br>Registered 01/12/99   | File Affidavit of Use by<br>01/12/05<br>Renew Registration by<br>01/12/09   |
| EINSTEINBROSATWORK<br>Einstein and Noah Corp.      | United States | Application No.<br>76/245,746                                  | Class 39: food delivery services  | Filed 04/24/01<br>Published 07/30/02<br>Allowed 10/22/02<br>1 <sup>st</sup> Extension Request filed<br>04/16/03 | File Statement of Use<br>and/or Extension Request<br>by 10/22/03  |
| ELMO EINSTEIN'S<br>Einstein and Noah Corp.         | United States | Application No.<br>75/207,123<br>Registration No.<br>2,279,701 | Class 42: restaurant services<br>First Use: 03/01/97<br>In Commerce: 03/01/97   | Filed 10/04/96<br>Registered 09/21/99   | File Affidavit of Use by<br>09/21/05<br>Renew Registration by<br>09/21/09   |
| EXPERIENCE MAKERS<br>Einstein and Noah Corp.       | United States | Application No.<br>76/057,609<br>Registration No.<br>2,579,896 | Class 41: training programs in the<br>nature of managerial classes for<br>restaurants<br>First Use: 04/01/00<br>In Commerce: 04/01/00 | Filed 05/26/00<br>Registered 06/11/02   | Confirm receipt of<br>corrected Certificate<br>issued 12/17/02<br>(assignment issue)<br>File Affidavit of Use by<br>06/11/08<br>Renew Registration by<br>06/11/12 |
| PANCY SCHMANCY CATERING<br>Einstein and Noah Corp. | United States | Application No.<br>75/553,926<br>Registration No.<br>2,287,872 | Class 42: catering services<br>First Use: 11/30/94<br>In Commerce: 11/30/94   | Filed 09/16/98<br>Registered 10/19/99   | File Affidavit of Use by<br>10/19/05<br>Renew Registration by<br>10/19/09   |
| FEED YOUR CURIOSITY<br>Einstein and Noah Corp.     | United States | Application No.<br>76/042,113<br>Registration No.<br>2,482,008 | Class 42: restaurant services<br>First Use: 04/01/00<br>In Commerce: 04/01/00   | Filed 05/03/00<br>Registered 08/28/01   | File Affidavit of Use by<br>08/28/07<br>Renew Registration by<br>08/28/11   |

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| FOOD FOR A MIND BAGELING WORLD<br>Einstein and Noah Corp. | United States | Application No.<br>75/522,968<br>Registration No.<br>2,263,173 | Class 42: restaurant services<br>First Use: 04/27/98<br>In Commerce: 04/27/98  | Filed 07/21/98<br>Registered 07/20/99   | File Affidavit of Use by<br>07/20/05<br>Renew Registration by<br>07/20/09 |
| HATE TO WAIT?<br>Einstein and Noah Corp.                  | United States | Application No.<br>76/180,172<br>Registration No.<br>2,672,909 | Class 29: cream cheese, fruit spread,<br>meat-based spread, soups, dairy-<br>based beverages, garden salads, fruit<br>salads and yogurt and fruit salads<br>First Use: 01/02/01<br>In Commerce: 01/02/01   | Filed 12/13/00<br>Registered 01/07/03   | File Affidavit of Use by<br>01/07/09<br>Renew Registration by<br>01/07/13 |
| HATE TO WAIT?<br>Einstein and Noah Corp.                  | United States | Application No.<br>76/180,171<br>Registration No.<br>2,672,908 | Class 30: bagels, bagel chips, bread,<br>sandwiches, pasta salad and bakery<br>goods<br>First Use: 01/02/01<br>In Commerce: 01/02/01   | Filed 12/13/00<br>Registered 01/07/03   | File Affidavit of Use by<br>01/07/09<br>Renew Registration by<br>01/07/13 |
| LUCKY GREEN BAGELS<br>Einstein and Noah Corp.             | United States | Application No.<br>75/451,784<br>Registration No.<br>2,262,673 | Class 30: bagels<br>First Use: 03/13/97<br>In Commerce: 03/13/97   | Filed 03/17/98<br>Registered 07/20/99   | File Affidavit of Use by<br>07/20/05<br>Renew Registration by<br>07/20/09 |
| MELYNN EINSTEIN<br>Einstein and Noah Corp.                | United States | Application No.<br>75/176,757<br>Registration No.<br>2,304,480 | Class 42: restaurant services<br>First Use: 03/01/97<br>In Commerce: 03/01/97  | Filed: 10/04/96<br>Registered: 12/28/99 | File Affidavit of Use by<br>12/28/05<br>Renew Registration by<br>12/28/09 |
| NOSH BOX<br>Einstein and Noah Corp.                       | United States | Application No.<br>75/406,346<br>Registration No.<br>2,381,746 | Class 30: food combinations<br>consisting primarily of bagels, bagel<br>sandwiches, bagel chips, breadsticks,<br>buns, cakes, cookies, croissants,<br>donuts, muffins, scones, rolls, with<br>cream cheese<br>First Use: 12/97<br>In Commerce: 12/97 | Filed 12/16/97<br>Registered 08/29/00   | File Affidavit of Use by<br>08/29/06<br>Renew Registration by<br>08/29/10 |

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| POWERBAGELS<br>Einstein and Noah Corp.          | United States | Application No.<br>74/690,946<br>Registration No.<br>1,987,020 | Class 30: bagels and bakery goods<br>First Use: 08/29/95<br>In Commerce: 11/13/95  | Filed 06/20/95<br>Registered 07/16/96<br>Affidavit of Use Accepted<br>08/30/02                     | Renew Registration by<br>07/16/06  |
| SHINING BAGEL Design<br>Einstein and Noah Corp. | United States | Application No.<br>74/732,653<br>Registration No.<br>2,017,312 | Class 30: bagels, bread, bagel chips<br>and bakery product<br>First Use: 08/29/95<br>In Commerce: 11/13/95   | Filed 09/21/95<br>Registered 11/19/96  | File Affidavit of Use by<br>11/19/02<br>(confirm if filed; not<br>filed as of 04/08/03<br>status check)<br>Renew Registration by<br>11/10/06 |
| SHINING BAGEL Design<br>Einstein and Noah Corp. | United States | Application No.<br>76/447,282                                  | Class 42: restaurant services<br>First Use: 08/29/95<br>In Commerce: 11/13/95  | Filed 09/06/02   | Check status of<br>application 02/15/03  |
| SO EAT ALREADY<br>Einstein and Noah Corp.       | United States | Application No.<br>75/449,591<br>Registration No.<br>2,296,886 | Class 42: restaurant services<br>First Use: 09/98<br>In Commerce: 09/98  | Filed 03/13/98<br>Registered 11/30/99  | File Affidavit of Use by<br>11/30/05<br>Renew Registration by<br>11/30/09  |
| SPONTANEITA<br>Einstein and Noah Corp.          | United States | Application No.<br>76/021,838<br>Registration No.<br>2,560,003 | Class 30: tea<br>First Use: 06/05/00<br>In Commerce: 06/05/00  | Filed 04/07/00<br>Registered 04/09/02  | File Affidavit of Use by<br>04/09/08<br>Renew Registration by<br>04/09/12  |
| THE VEG-OUT<br>Einstein and Noah Corp.          | United States | Application No.<br>74/720,018<br>Registration No.<br>2,011,730 | Class 30: vegetable sandwich for<br>consumption on or off the premises of<br>applicant's restaurants<br>First Use: 08/29/95<br>In Commerce: 11/13/95 | Filed 08/25/95<br>Registered 10/29/96<br>Affidavit of Use Accepted<br>and Acknowledged<br>12/10/02 | File Amendment to<br>Registration (to read<br>VEG OUT)<br>Renew Registration by<br>10/29/06  |

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Attachment to Item A of Schedule IV

|   |               |  |   |                                       |   |
|---|---------------|--|---|---------------------------------------|---|
| TWO GUYS LOGO<br>Einstein and Noah Corp.      | United States | Application No.<br>75/177,940<br>Registration No.<br>2,211,549 | Class 29: spreads and condiments, namely, cream cheese, butter and margarine blend spreads, hummus, fruit butters, fruit spreads, namely, jellies and jams, peanut butter<br>First Use: 10/06/96<br>In Commerce: 10/06/96 | Filed 10/07/96<br>Registered 12/15/98 | File Affidavit of Use by<br>12/15/04<br>Renew Registration by<br>12/15/08 |
| TWO GUYS LOGO<br>Einstein and Noah Corp.      | United States | Application No.<br>75/177,989<br>Registration No.<br>2,211,551 | Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>First Use: 10/06/96<br>In Commerce: 10/06/96  | Filed 10/07/97<br>Registered 12/15/98 | File Affidavit of Use by<br>12/15/04<br>Renew Registration by<br>12/15/08 |
| TWO GUYS LOGO<br>Einstein and Noah Corp.      | United States | Application No.<br>75/177,997<br>Registration No.<br>2,211,552 | Class 42: restaurant services<br>First Use: 10/06/96<br>In Commerce: 10/06/96   | Filed 10/07/96<br>Registered 12/15/98 | File Affidavit of Use by<br>12/15/04<br>Renew Registration by<br>12/15/08 |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.    | United States | Registration No.<br>37079                                      | Class 42: restaurant services<br>First Use in Utah: 11/13/95<br>First Use Anywhere: 11/17/95  | Registered 03/31/97                   | Renew Registration by<br>05/31/07   |
| EINSTEINS<br>Progressive Bagel Concepts, Inc. | United States | Registration No.<br>35938                                      | Class 42: restaurant services<br>First Use in Utah: 06/20/95<br>First Use Anywhere: 06/20/95  | Registered 10/24/95                   | Renew Registration by<br>10/24/05   |

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| BALTIMORE BAGEL CO. and Design<br>Baltimore Bagel Co.<br>(design not available) | United States | Registration No.<br>21553                                 | Class 101: preparation and sale of bagels and delicatessen products for consumption on or off the premises and for wholesale and retail sales of delicatessen products   | Registered 12/03/84<br>Renewed 11/14/94<br>First Use in California:<br>04/09/80<br>First Use Anywhere:<br>06/01/80 | Renew Registration by<br>12/03/04          |
| DOUBLE CIRCLE LOGO<br>Einstein/Noah Bagel Corp.                                 | Uruguay       | Application No.<br>296.602<br>Registration No.<br>296.602 | Class 29: spreads and condiments, namely cream cheese, butter and margarine spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/04/97<br>Registered 03/23/98  | Renew Registration by<br>03/23/08          |
| EINSTEIN BROS<br>Einstein/Noah Bagel Corp.                                      | Uruguay       | Application No.<br>296603<br>Registration No.<br>296603   | Class 29: spreads and condiments, namely cream cheese, butter and margarine spreads, hummus, fruit butters, fruit spreads such as jellies and jams, and peanut butter<br>Class 30: bagels, bread, bagel chips and bakery products; coffee and tea<br>Class 42: restaurant services | Filed 07/04/97<br>Registered 06/05/00  | Renew Registration by<br>06/05/10          |
| EINSTEIN'S<br>Progressive Bagel Concepts, Inc.                                  | Venezuela     | Application No.<br>19.061-95                              | Class 42: restaurant services  | Filed 11/28/95<br>[Opposition filed against cited mark EINSTEIN BROS, owned by Operadora BCR and is pending]       | Check status of application and opposition |

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