

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Leonard V Moore		08/12/2004	INDIVIDUAL: UNITED STATES

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Lenny's Intellectual Property, LLC
<b>Street Address:</b>	3431 Lake Point
<b>City:</b>	Memphis
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	38125
<b>Entity Type:</b>	Limited Liability Company:

<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2549035	LENNY'S SUB SHOP

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(901)685-6122
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Email:</b>	jeff@pietrangelocook.com
<b>Correspondent Name:</b>	J. Jeffrey Coons
<b>Address Line 1:</b>	6410 Poplar Avenue, Suite 190
<b>Address Line 4:</b>	Memphis, TENNESSEE 38119

<b>NAME OF SUBMITTER:</b>	J. Jeffrey Coons
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<b>Total Attachments: 3</b> source=LennyAssignmentDeux_1#page1.tif source=LennyAssignmentDeux_2#page1.tif source=LennyAssignmentDeux_3#page1.tif
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OP \$40.00 2549035

## ASSIGNMENT OF MARKS

**WHEREAS**, Leonard V. Moore dba Moore Consulting Services (“Assignor”) is the owner of the trademark(s) and service mark(s) now registered as indicated on the attached Appendix A (the “Marks”);

**WHEREAS**, Lenny’s Intellectual Property, LLC, a Delaware limited liability company (“Assignee”), desires to acquire the Marks and the registrations thereof;

**NOW, THEREFORE**, for good and valuable consideration including the payment of \$1.00 by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

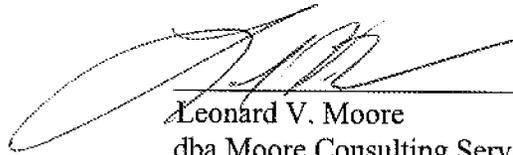
1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with the registrations thereof identified on Appendix A hereto, the goodwill of the business connected with the use of and symbolized by the Marks, all rights of recovery based on infringement, dilution (or analogous violation) or other unauthorized use of the Marks, and all other rights to be held and enjoyed by the Assignee, its successors and assigns relating to the Marks and the registrations thereof.

2. Recording and Future Maintenance. Assignor hereby authorizes Assignee, at Assignee’s expense, to request the United States Patent and Trademark Office and any other appropriate governmental authority to record Assignee as the assignee and owner of the Marks and the registrations thereof shown on Appendix A. As the owner of the Marks, Assignee shall have the sole responsibility for all future maintenance actions regarding the registrations of the Marks.

3. Further Assurances. At any time and from time to time on and after the date of this Assignment, Assignor shall, at the request of Assignee, (i) execute and deliver to Assignee such documents and (ii) take or cause to be taken such actions, as Assignee may reasonably deem

necessary or desirable for Assignee to obtain the full benefit of this Assignment and the transactions contemplated hereby.

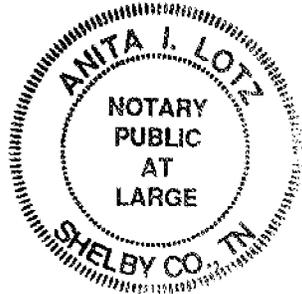
Dated: August 12, 2004.

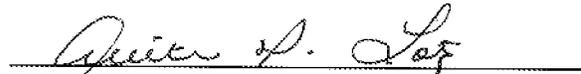
  
Leonard V. Moore  
dba Moore Consulting Services

STATE OF TENNESSEE  
COUNTY OF SHELBY

Before me, Anita I. Lotz, a Notary Public in and for the State and County aforesaid, personally appeared Leonard V. Moore, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged that he executed the foregoing instrument for the purposes therein contained.

WITNESS my hand and seal at office, on this the 12 day of August, 2004.



  
Notary Public

My Commission Expires:

May 8, 2007

**APPENDIX A**  
**Federal Trademarks and Service Marks**

<u>Trademark/Service Mark</u>	<u>Serial Number</u>	<u>Date of Registration</u>	<u>Registration Number</u>
LENNY'S SUB SHOP (Words and Design Only)	76010233	March 19, 2002	2549035