

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ellis Coffee Company		08/24/2004	CORPORATION: PENNSYLVANIA

RECEIVING PARTY DATA	
Name:	Royal Cup, Inc.
Street Address:	160 Cleage Drive
City:	Birmingham
State/Country:	ALABAMA
Postal Code:	35217
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2725287	JAVA WAY

CORRESPONDENCE DATA	
Fax Number:	(205)244-5694
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	205-458-5303
Email:	bparsons@burr.com
Correspondent Name:	Bruce A. Parsons, Esq.
Address Line 1:	420 North 20th Street
Address Line 2:	Suite 3100
Address Line 4:	Birmingham, ALABAMA 35203

ATTORNEY DOCKET NUMBER:	15602-1
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NAME OF SUBMITTER:	India E. Vincent, Esq.
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Total Attachments: 1 source=JAVA WAY Assignment#page1.tif

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TRADEMARK ASSIGNMENT

U.S. Registration No. 2,725,287

WHEREAS, Ellis Coffee Company, a Pennsylvania corporation with its principal place of business at 2835 Bridge Street, Philadelphia, Pennsylvania 19137 ("Assignor"), has adopted, owns and is using the Mark "JAVA WAY" (the "Mark") in connection with the following goods and services: coffee, and restaurant services, namely, providing coffee for consumption on and off the premises; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and services identified therein, Registration No. 2,725,287, registered on June 10, 2003 (a copy of which is attached hereto); and

WHEREAS, Royal Cup, Inc., a Delaware corporation with its principal place of business at 160 Cleage Drive, Birmingham, Alabama 35217 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

ASSIGNOR:

Ellis Coffee Company

By: 

Name: EUGENE A. KESTENBAUM

Its: PRESIDENT

Date: 8-24-2004