

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bradley E. Son		07/28/2004	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Firehouse Restaurant Group, Inc.		
Street Address:	3410 Kori Road		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32257		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2304334	FIRE HOUSE FOODS	
CORRESPONDENCE DATA			
Fax Number:	(904)396-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9043465573		
Email:	rvermut@rtlaw.com		
Correspondent Name:	Rogers Towers, P.A.		
Address Line 1:	1301 Riverplace Blvd.		
Address Line 2:	Suite 1500		
Address Line 4:	Jacksonville, FLORIDA 32207		
ATTORNEY DOCKET NUMBER:	FIREHOUSE		
NAME OF SUBMITTER:	Richard S. Vermut		
Total Attachments: 4			
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TRADEMARK

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Trademark/Service Mark Assignment

This is a Trademark/Service Mark Assignment having an effective date of July 28, 2004, from **Bradley E. Son**, an individual residing at 553 Green Bay Road, Thiensville, WI 53092-0222, ("ASSIGNOR"), to **Firehouse Restaurant Group, Inc.**, a Florida corporation having a business address located at 3410 Kori Road, Jacksonville, Florida 32257 ("ASSIGNEE").

WITNESSETH

WHEREAS, ASSIGNOR is the owner of, has adopted, used and is using the service mark "FIRE HOUSE FOODS", and owns all rights therein, including common law rights and the rights in federal trademark registration number 2,304,334, for "FIRE HOUSE FOODS", registered on the Principal Register of the United States Patent and Trademark Office, a copy of which is attached hereto as Exhibit "A", and the goodwill associated therewith (collectively referred to as the "Trademark"); and

WHEREAS, ASSIGNEE desires to acquire all of ASSIGNOR'S right, title and interest to the Trademark;

WHEREAS, ASSIGNOR has made no other state or federal registrations of the Trademark or any colorable imitation or similar mark thereof;

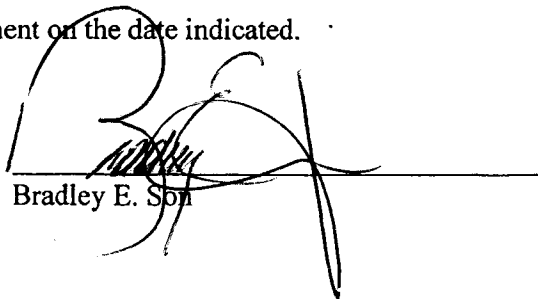
WHEREAS, ASSIGNOR has made no other assignments of the Trademark; and

WHEREAS, ASSIGNOR has granted no oral or written licenses to the Trademark.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, ASSIGNOR assigns the Trademark to ASSIGNEE as follows:

ASSIGNOR irrevocably, unconditionally and forever assigns to ASSIGNEE all right, title and interest to the Trademark, together with all goodwill of the business connected with the use of and symbolized by the Trademark, and together with all common law rights and all registrations and applications for registration both foreign and domestic, and together with all claims that could have been asserted by ASSIGNOR for damages by reasons of past infringement, dilution and all other unlawful acts by third parties and/or ASSIGNEE of the Trademark prior to execution of this assignment, with the same right to sue for, and collect the same for ASSIGNEE'S own use, benefit and for the use and benefit of its successors, assigns or other legal representative.

The ASSIGNOR has executed this Assignment on the date indicated.


Bradley E. Son

STATE OF WISCONSIN §
 §
COUNTY OF DODGE §

BEFORE ME, a Notary Public, on this day personally appeared Bradley E. Son who is known to me or who has produced his drivers license of the State of Wisconsin having license number S500-0655-4254-04 as proof that he is the person whose name is subscribed to the foregoing Trademark/Service Mark Assignment and acknowledged to me that the same was his act and that he has sworn to, subscribed to and executed the same for the purposes and considerations therein expressed and in the capacities therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the 28th day of July, 2004.

Mary Jo Kuen
Print Name of Notary Public

[Seal]

Mary Jo Kuen
Notary Public in and for
the State of Wisconsin

My commission expires: 1-20-08.

Exhibit "A"

Registration Number 2,304,334

Registered with the United States Patent and Trademark Office on December 28, 1999

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,304,334

United States Patent and Trademark Office

Registered Dec. 28, 1999

**SERVICE MARK
PRINCIPAL REGISTER**

FIRE HOUSE FOODS

SON, BRADLEY E. (UNITED STATES CITIZEN)
533 GREEN BAY ROAD
THIENSVILLE, WI 53092

FOR: DISTRIBUTORSHIPS IN THE FIELD OF GROCERIES, FOOD SERVICES AND DRUG STORE ITEMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-5-1999; IN COMMERCE 2-5-1999.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FOODS", APART FROM THE MARK AS SHOWN.

SER. NO. 75-642,034, FILED 2-12-1999.

CAROLYN GRAY, EXAMINING ATTORNEY