

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fire House Foods, LLC		07/28/2004	Limited Liability Company: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Firehouse Restaurant Group, Inc.		
<b>Street Address:</b>	3410 Kori Road		
<b>City:</b>	Jacksonville		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32257		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2425824	FIRE HOUSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(904)396-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	9043465573		
<b>Email:</b>	rvermut@rtlaw.com		
<b>Correspondent Name:</b>	Rogers Towers, P.A.		
<b>Address Line 1:</b>	1301 Riverplace Blvd.		
<b>Address Line 4:</b>	Jacksonville, FLORIDA 32207		
<b>ATTORNEY DOCKET NUMBER:</b>	FIREHOUSE		
<b>NAME OF SUBMITTER:</b>	Richard S. Vermut		
<b>Total Attachments: 3</b>			
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### Trademark/Service Mark Assignment

This is a Trademark/Service Mark Assignment having an effective date of July 23, 2004, from **Fire House Foods, LLC**, a Wisconsin limited liability company having a business address located at 533 Green Bay Road, Thiensville, Wisconsin 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 trademark "FIRE HOUSE", and owns all rights therein, including common law rights and the rights in federal trademark registration number 2,425,824, for "FIRE HOUSE", 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.

Fire House Foods, LLC

By: 

Bradley E. Smith, its President

STATE OF WISCONSIN §  
  §  
COUNTY OF                       §

BEFORE ME, a Notary Public, on this day personally appeared Bradley E. Son, the President and majority shareholder of Fire House Foods, LLC, 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 the act of the said Fire House Foods, LLC, a Wisconsin corporation, and that he has sworn to, subscribed to and executed the same as the act of the corporation for the purposes and considerations therein expressed and in the capacities therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, this the 28<sup>th</sup> 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.

Int. Cl.: 29

Prior U.S. Cl.: 46

Reg. No. 2,425,824

**United States Patent and Trademark Office**

Registered Jan. 30, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**FIRE HOUSE**

FIRE HOUSE FOODS, LLC. (WISCONSIN CORPORATION)  
533 GREEN BAY ROAD  
THIENSVILLE, WI 53092

FIRST USE 8-0-1999; IN COMMERCE 8-0-1999.  
SN 75-720,852, FILED 6-3-1999.

KENNETH D. BATTLE, EXAMINING ATTORNEY

FOR: MEAT AND MEAT PRODUCTS; NAMELY,  
DELI MEATS AND MEAT SNACKS, IN CLASS 29  
(U.S. CL. 46).