

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

Future Property Management, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware

Execution Date(s) 11/19/2004

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: McDonald's Corporation

Internal Address: 7th Floor

Street Address: McDonald's Plaza

City: Oak Brook

State: Illinois

Country: USA Zip: 60521

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Delaware
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s) 78257217, 78257216, 78257215, 78257203, 78291212

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Neal, Gerber & Eisenberg LLP

Internal Address: Michael G. Kelber

Street Address: 2 North LaSalle Street, Suite 2200

City: Chicago

State: Illinois Zip: 60602

Phone Number: 312.269.8000

Fax Number: 312.269.1747

Email Address: mkelber@ngelaw.com

**6. Total number of applications and registrations involved:**

5

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140.00**

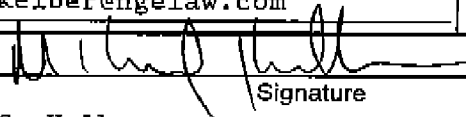
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 502261  
Authorized User Name Michael G. Kelber

**9. Signature:**

  
Signature

11/30/04  
Date

Michael G. Kelber

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$140.00 502261 78257217

**ASSIGNMENT OF TRADEMARKS**

**THIS AGREEMENT** is entered into, effective November 19, 2004, between Future Property Management, Inc., a Delaware corporation (hereinafter "Assignor"), and McDonald's Corporation, a Delaware corporation related to Assignor (hereinafter "Assignee").

**WHEREAS**, Assignor has adopted, filed trademark applications for, and permitted the use by Assignee, as Assignor's related company (pursuant to 15 U.S.C. § 1055), of the following trademarks and service marks (collectively, "Marks") that have been acquired and are associated with goodwill based on such use:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
I'M LOVIN' IT	78/257,217	June 2, 2003
I'M LOVIN' IT	78/257,216	June 2, 2003
I'M LOVIN' IT	78/257,215	June 2, 2003
I'M LOVIN' IT	78/257,203	June 2, 2003
ME ENCANTA	78/291,212	August 22, 2003

**WHEREAS**, Assignee is desirous of acquiring all right, title and interest in the Marks, together with the goodwill associated with the Marks, and any applications therefor;

**WHEREAS**, Assignor desires to enter into this Agreement assigning all of Assignor's right, title and interest in and to said Marks, together with the goodwill associated with the Marks, and any applications therefor;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey unto Assignee, its successors, assigns, and legal representatives all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, any applications therefor, and all right to sue and recover and retain damages for any current, future or past infringement thereupon.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be executed by its duly authorized representative effective as of the 19th day of November 2004.

FUTURE PROPERTY MANAGEMENT, INC.

By: Sheila Lehr 

Name: Sheila Lehr

Title: Managing Counsel, McDonald's Corp.