

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
Starbucks Corporation		01/01/2005	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Starbucks U.S. Brands, LLC		
Street Address:	2525 Starbucks Way		
City:	Minden		
State/Country:	NEVADA		
Postal Code:	89423		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1827842	HEAR	
Registration Number:	1790856	WHERE ARTISTS GUIDE YOU TO GREAT MUSIC	
Serial Number:	76560494	HEAR MUSIC	
Serial Number:	78239174	ARTIST'S CHOICE	
Serial Number:	78502195	ARTIST'S CHOICE	
CORRESPONDENCE DATA			
Fax Number:	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.408.4020		
Email:	docketing@finnegan.com		
Correspondent Name:	Julia Anne Matheson		
Address Line 1:	901 New York Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413		
NAME OF SUBMITTER:	Julia Anne Matheson		

OP \$140.00 1827842

Signature:

/julia anne matheson/

Date:

02/10/2005

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of the 1st day of January, 2005 by Starbucks Corporation, a Washington corporation, having its principal place of business at 2401 Utah Avenue South, P.O. Box 34067, Seattle, Washington 98124-1067 ("Assignor"), to Starbucks U.S. Brands LLC a Nevada Limited Liability Company, having its principal place of business at 2525 Starbucks Way, Minden, Nevada 89423 ("Assignee").

WITNESSETH:

WHEREAS, Assignor has adopted, used and is using the following listed trademarks, which marks are registered or pending registration in the United States Patent and Trademark Office ("Marks"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HEAR (Design)	1,827,842	3/22/1994
WHERE ARTISTS GUIDE YOU TO GREAT MUSIC	1,790,856	8/31/1993

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>
HEAR MUSIC	76/560,494	11/17/2003
ARTIST'S CHOICE (Design)(in Color)	78/239,174	4/17/2003
ARTIST'S CHOICE	78/502,195	10/19/2004

WHEREAS, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Marks in the United States, together with the goodwill of the business associated therewith, and the registrations and applications for registration thereof.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and convey to Assignee all of Assignor's right, title and interest in and to the Marks in the United States, the registrations and applications therefor listed above, together with the goodwill of the business symbolized by the Marks, including, without limitation, Assignor's right, title and interest in and to (1) all income, royalties, damages and payments now and hereafter due and/or payable with respect to the Marks in the United States, including, without limitation, damages and payments for past or future infringements thereof in the United States; (2) the right to sue for past, present and future infringements of the Marks in the United States; (3) the right to secure all renewals for the registrations of the Marks; (4) the right to secure registrations for the Marks in the

United States; and (5) all rights corresponding thereto in the United States, as fully and entirely as the same would have been held and enjoyed by Assignor had this Trademark Assignment not been made.

The parties hereby request that the Commissioner of Trademarks issue certificates of registration for the pending trademark applications listed above in the name of the Assignee.

This Trademark Assignment is made in furtherance of, and subject to the terms of that certain Contribution and Assignment Agreement between Starbucks Corporation and Starbucks U.S. Brands Corporation and its successor in interest, Starbucks U.S. Brands, LLC, effective as of September 28, 1997.

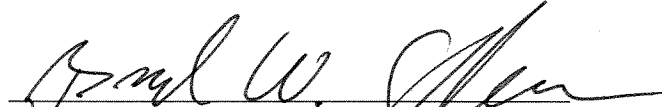
STARBUCKS CORPORATION

By 
Drew M. Paalborg
Vice President and Assistant General Counsel

On this, the 14th day of January, 2005, before me, the undersigned Notary Public, personally appeared Drew M. Paalborg, to me known to be the Vice President and Assistant General Counsel of Starbucks Corporation, and known to me to be duly authorized by Starbucks Corporation to sign the foregoing Trademark Assignment, to be effective as of January 1, 2005, and he acknowledged that he subscribed to the foregoing Trademark Assignment for the purposes and the consideration therein expressed.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal of the date first appearing above.




Notary Public in and for the State of
Washington, County of King
My commission expires: June 6, 2008