

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	03/09/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Foodcraft, LLC		03/09/2005	limited liability company: NEW YORK

RECEIVING PARTY DATA

Name:	Wichcraft Operating, LLC
Street Address:	641-643 West 27th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	limited liability company: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2906045	WICHCRAFT

CORRESPONDENCE DATA

Fax Number: (609)924-3036
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 609-924-8555
 Email: brbruneau@mathewslaw.com
 Correspondent Name: Brooks R. Bruneau
 Address Line 1: 100 Thanet Circle
 Address Line 2: Suite 306
 Address Line 4: Princeton, NEW JERSEY 08540

NAME OF SUBMITTER:	Brooks R. Bruneau
Signature:	/Brooks R. Bruneau/

OP \$40.00 2906045

Date:

03/17/2005

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, Foodcraft, LLC, a New York Limited Liability Company, having a business address at 43 East 19th Street, New York, New York, 10003, has adopted and is using the trademark "WICHCRAFT" and is the owner of United States Trademark Registration No. 2,906,045; and

WHEREAS, Wichcraft Operating, LLC, a limited liability company organized under the laws of the State of New York, with a business address of 641-643 West 27th Street, New York, New York, 10001, is desirous of acquiring all rights to the "WICHCRAFT" trademark, as well as the corresponding United States Trademark Registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledge, Foodcraft, LLC, does hereby assign unto Wichcraft Operating, LLC, all right, title and interest in and to the "WICHCRAFT" trademark, together with the goodwill of the business symbolized by the mark, along with the right to sue for past infringement, and United States Trademark Registration No. 2,906,045.

This Assignment is effective as of the date of the last signature below.

FOODCRAFT, LLC

BY: 

Katie Grieco

Director of Operations
Print Title

3/9/05
Date

**WICHCRAFT OPERATING,
LLC**

By: 

Jeffrey Zurofsky

Manager
Print Title

3/8/05
Date