

TRADEMARK ASSIGNMENT

Electronic Version v1.1

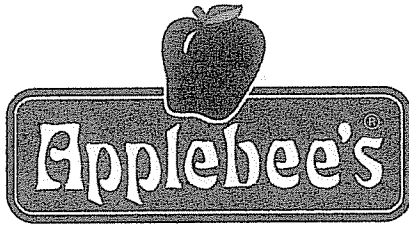
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
VIP SALES COMPANY, INC.		04/14/2005	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	APPLEBEE'S INTERNATIONAL, INC.		
Street Address:	4551 WEST 107TH STREET, SUITE 100		
City:	OVERLAND PARK		
State/Country:	KANSAS		
Postal Code:	66207		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2538010	SIMPLY IRRESISTI-BOWL	
CORRESPONDENCE DATA			
Fax Number:	(816)691-3495		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	816.842.8600		
Email:	TRADEMARK@STINSONMOHECK.COM		
Correspondent Name:	J. DAVID WHARTON		
Address Line 1:	STINSON TRADEMARK ADMINISTRATOR		
Address Line 2:	1201 WALNUT, SUITE 2800		
Address Line 4:	KANSAS CITY, MINNESOTA 64106-2150		
NAME OF SUBMITTER:	J. DAVID WHARTON		
Signature:	/JDW/		
Date:	05/02/2005		
Total Attachments: 2			

CH 2538010 \$40.00

900023970

TRADEMARK
REEL: 003077 FRAME: 0092



Neighborhood Grill & Bar

ASSIGNMENT

WHEREAS, VIP Sales Company, Inc., a Washington corporation, located at 6116 South Memorial Drive, Tulsa, Oklahoma 74133-1939 (hereinafter the "Assignor"), is the owner of all right, title and interest in and to the following mark, and the registration thereof (hereinafter the "Mark"):

SIMPLY IRRESISTIBLE-BOWL

Registration No. 2,538,010;

WHEREAS, Applebee's International, Inc., a Delaware corporation, located at 4551 West 107th Street, Suite 100, Overland Park, Kansas 66207 (hereinafter the "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark and the goodwill of the business associated therewith.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

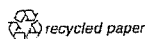
Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the Mark, together with the registration thereof and the goodwill of the busi-

ness symbolized by the Mark, including all common law rights, and all claims for damages by reason of past infringement of the Mark, with the right to sue and collect therefor.

Assignor agrees to execute any further documents that may be needed in the future to record and vest full title in and to the trademark and the registration in Assignee.

APPLEBEE'S INTERNATIONAL, INC.
4551 W. 107th Street / Suite 100 / Overland Park, Kansas 66207
(913) 967-4000 / Fax (913) 341-1694

All Services, Inc. • Applebee's of New Mexico, Inc. • Applebee's of Michigan, Inc. • Applebee's of Minnesota, Inc.
Applebee's of Texas, Inc. • Applebee's of New York, Inc. • Applebee's Neighborhood Grill & Bar of Georgia, Inc. • Applebee's Northeast, Inc.
Applebee's of Pennsylvania, Inc. • Apple Vermont Restaurants, Inc. • Apple American Limited Partnership of Minnesota
Gourmet Systems of Tennessee, Inc. • Gourmet Systems, Inc. • Gourmet Systems of California, Inc. • Gourmet Systems of Kansas, Inc.
Gourmet Systems of Nevada, Inc. • Gourmet Systems of Minnesota, Inc. • Gourmet Systems of Georgia, Inc.



This Assignment is dated this 14 day of April, 2005.

VIP SALES COMPANY, INC.

By: 

Printed name: Guy W Lewis

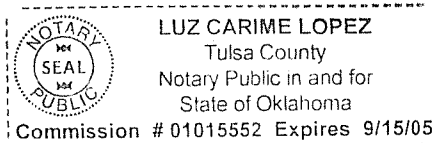
Title: President

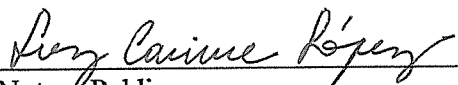
ACKNOWLEDGEMENT

State of Oklahoma)

County of Tulsa)

Subscribed and sworn to before me this 14 day of April, 2005.




Notary Public

(SEAL)

MY COMMISSION EXPIRES:

September 15, 2005

DTMDOCS 1149177v1