

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/28/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ELI'S CHICAGO'S FINEST CHEESECAKE, INC.	FORMERLY First Bank National Association	08/01/2005	CORPORATION: ILLINOIS

RECEIVING PARTY DATA

Name:	THE ELI'S CHEESECAKE COMPANY
Street Address:	6701 W. Forest Preserve Drive
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60634
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1497938	ELI'S MUFFINS

CORRESPONDENCE DATA

Fax Number: (312)236-1365
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312-337-2100
 Email: alterandweiss@yahoo.com
 Correspondent Name: Alter And Weiss
 Address Line 1: 19 S. LaSalle Street
 Address Line 2: Suite 1650
 Address Line 4: Chicago, ILLINOIS 60603

NAME OF SUBMITTER:	Irwin C. Alter
Signature:	//irwin c. alter//

OP \$40.00 1497938

Date:

08/01/2005

Total Attachments: 1

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ASSIGNMENT

THIS ASSIGNMENT is made as of the 28th day of July, 2005.

WHEREAS, on or about November 29, 1995 an assignment of U.S. Trademark Registration No. 1497938 together with its goodwill was conveyed from ELI'S CHICAGO'S FINEST CHEESECAKE, INC., an Illinois Corporation, to First Bank National Association, also an Illinois Corporation, as a security interest.

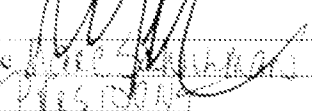
WHEREAS, subsequent to November 29, 1995 but before the date of this assignment, ELI'S CHICAGO'S FINEST CHEESECAKE, INC. has satisfied First Bank National Association with regard to any interest in this Registration and its goodwill, and First Bank National Association has released all interest in the Registration back to ELI'S CHICAGO'S FINEST CHEESECAKE, INC.

WHEREAS, the Trademark ELI'S MUFFINS has been continually used by the Assignor and Assignee from its first date of use in commerce on September 10, 1984.


NOW THEREFORE for \$1.00 and other good and valuable consideration, ELI'S CHICAGO'S FINEST CHEESECAKE, INC. hereby conveys none pro tunc to THE ELI'S CHEESECAKE COMPANY all right and title to the above trademark Registration together with goodwill associated with the mark and all rights to sue for past infringement and/or misappropriation of the mark.

Marc Schulman, pursuant to the pain and penalty of perjury under the laws of the United States hereby swears that the above identified facts are true and correct to the best of his knowledge and belief.

ELI'S CHICAGO'S FINEST CHEESECAKE, INC., Assignor

By 
Name MARC SCHULMAN
Title PRESIDENT

THE ELI'S CHEESECAKE COMPANY, Assignee

By 
Name MARC SCHULMAN
Title PRESIDENT

Dated 7-28-05