

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
ELIMARC ASSOCIATES, INC.		07/28/2005	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:	1281949	ELI'S	
CORRESPONDENCE DATA			
Fax Number:	(312)236-1365		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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//	
Date:		08/01/2005	

OP \$40.00 1281949

Total Attachments: 1

900029272

**TRADEMARK
 REEL: 003131 FRAME: 0702**

ASSIGNMENT

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

WHEREAS, prior to this time an assignment of all the assets including but not limited to goodwill, patents, trademarks, copyrights, license agreements and any and all other intangible assets of ELIMARC ASSOCIATES, INC., an Illinois Corporation (Assignor) was conveyed to THE ELF'S CHEESECAKE COMPANY, an Illinois corporation, (Assignee); and

WHEREAS, it is desired to record the conveyance of U.S. Trademark Registration No. 1281949, filed in the U.S. Patent and Trademark Office on May 5, 1983 for the trademark ELF'S.

WHEREAS, the trademark ELF'S has been continually used by the Assignor and Assignee from its first date of use in commerce on August 9, 1966.

NOW THEREFORE for \$1.00 and other good and valuable consideration, ELIMARC ASSOCIATES, INC. hereby conveys nunc pro tunc to THE ELF'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.

ELIMARC ASSOCIATES, INC., Assignor

By 

Name MARC SCHULMAN

Title PRESIDENT

THE ELF'S CHEESECAKE COMPANY, Assignee

By 

Name MARC SCHULMAN

Title PRESIDENT

Dated 7-28-05