

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest in Trademark Collateral

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Societe Generale, as Administrative Agent		04/27/2006	COMPANY: FRANCE

RECEIVING PARTY DATA

Name:	Friendly Ice Cream Corporation
Street Address:	1855 Boston Road
City:	Wilbraham
State/Country:	MASSACHUSETTS
Postal Code:	01095
Entity Type:	CORPORATION: MASSACHUSETTS

PROPERTY NUMBERS Total: 59

Property Type	Number	Word Mark
Registration Number:	1704309	FRIENDLY'S
Registration Number:	1720549	CANDY SHOPPE SUNDAE
Serial Number:	75235520	CAPPUCCINO DREAM
Serial Number:	75235522	CHERRY CHOCO LANDSLIDE
Serial Number:	75235521	CHOCOLATE MALTED MEMORIES
Registration Number:	1783691	COMPANY C ROTISSERIE & GRILLE
Serial Number:	75235524	DOUBLE BERRY DELIGHT
Serial Number:	75235523	DOUBLE DELUXE SUNDAE
Registration Number:	1645426	FORBIDDEN CHOCOLATE
Registration Number:	1946872	FRESH & FRIENDLY
Registration Number:	1207445	FRESH'N FRIENDLY
Registration Number:	1302932	FRIENDLY
Registration Number:	1302933	FRIENDLY

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Registration Number:	1062852	FRIENDLY
Registration Number:	1032588	FRIENDLY
Registration Number:	1162271	FRIENDLY FAMILY RESTAURANTS
Registration Number:	1062350	FRIENDLY
Registration Number:	1039803	FRIENDLY FRANK
Registration Number:	1062354	FRIENDLY ICE CREAM
Registration Number:	1062851	FRIENDLY ICE CREAM
Registration Number:	1597640	FRIENDLY'S
Registration Number:	1595593	FRIENDLY'S
Serial Number:	75245807	FRIENDLY'S BAKERY EXPRESS
Registration Number:	1030190	FRIENDLY'S BIG BEEF
Registration Number:	1720530	FRIENDLY'S CANDY SHOPPE SUNDAE
Registration Number:	1263283	FRIENDLYVILLE
Registration Number:	1642197	JUBILEE ROLL
Registration Number:	2406437	LEAVE ROOM FOR THE ICE CREAM
Registration Number:	1925667	PURELY PISTACHIO
Serial Number:	75336974	SMOOTH CREATIONS
Serial Number:	75245806	SUNDAE DRIVERS
Serial Number:	75235519	SWISS MOCHA MANIA
Registration Number:	1273961	THE FRIENDLY WIZARD
Registration Number:	1971123	VIENNA MOCHA CHUNK
Registration Number:	1659947	TOPPER TWISTER
Registration Number:	1650273	STRAWBERRY PASSION
Registration Number:	1010077	CLAMBOAT
Registration Number:	1420679	DUTCH FUDGE ROLL
Registration Number:	1015495	FISHAMAJIG
Registration Number:	1100306	FISHAMAJIG
Registration Number:	0845093	FRIBBLE
Registration Number:	1072831	FRIBBLE
Registration Number:	1262053	GREAT AWAKENINGS
Registration Number:	1346611	HAPPY ENDING
Registration Number:	1313682	WATTAMELON ROLL
Registration Number:	1286573	
Registration Number:	2998509	FRIEND-Z
Registration Number:	2623028	DESSERT CENTER

Serial Number:	76061761	ORANGE CREME ROLL
Serial Number:	76079807	COOL CASH
Serial Number:	76116833	SOFTY THE TEDDY BEAR
Serial Number:	76116950	CONE HEAD SUNDAE
Serial Number:	76116951	MONSTER MASH SUNDAE
Serial Number:	76116952	GOOD 'N GOOEY SUNDAE
Registration Number:	2475647	FORBIDDEN CHOCOLATE EXPLOSION
Registration Number:	2234412	CARAMEL FUDGE BLAST
Serial Number:	75526273	FRIENDWICH
Serial Number:	76184855	FRIENDWICH
Registration Number:	2471575	BIG-TWO-DO

CORRESPONDENCE DATA

Fax Number: (213)996-3339
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2136836339
Email: claudiaimmerzeel@paulhastings.com
Correspondent Name: Paul Hastings Janofsky & Walker LLP
Address Line 1: 515 South Flower Street, 25th Floor
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	45035.00204
NAME OF SUBMITTER:	Claudia R Immerzeel
Signature:	/Claudia R Immerzeel/
Date:	05/24/2006

Total Attachments: 5
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RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL

THIS RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL (this "Release") is made as of April 27, 2006 ("Effective Date") by Societe Generale, as administrative agent ("Grantee"), in favor of Friendly Ice Cream Corporation, a Massachusetts corporation (together with its direct and indirect subsidiaries, "Grantor").

WHEREAS, pursuant to the terms and conditions of that certain Guarantee and Collateral Agreement by and between Grantor and Grantee dated November 19, 1997 (the "Security Agreement"), Grantor assigned, transferred and conveyed to Grantee, and granted to Grantee, a security interest and mortgage in all of Grantor's right, title and interest in and to the trademark applications and registrations listed in Schedule A hereto (collectively, the "Collateral");

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office on March 11, 1998, at Reel 001701, Frame 0072 and on October 18, 2001 at Reel 002384, Frame 0649; and


WHEREAS, Grantee desires to terminate the Security Agreement and release its security interest in the Collateral.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee hereby covenants and agrees as follows:

1. The Security Agreement, and Grantee's security interest in the Collateral (including, without limitation, the trademark applications and registrations listed in Schedule A hereto) is hereby terminated and released.
2. Grantee hereby assigns, transfers and conveys to Grantor, all of Grantee's right, title and interest, now owned or hereinafter acquired, that it may have whether by assignment or otherwise, in and to any mortgage and continuing security interest and collateral assignment in the Collateral, including without limitation the entire right, title and interest in and to the trademark applications and trademark applications and registrations listed in Schedule A hereto, including without limitation all renewals thereof, all proceeds of infringement suits, the right to sue for past, present and future infringements, and all rights corresponding thereto throughout the world (all of the foregoing are collectively called the "Trademarks"), and the goodwill of the business to which each of the Trademarks relates.
3. Grantee represents and warrants that it has the full power and authority to execute this Release and to release its security interest in the Collateral.
4. Grantee represents and warrants that it has not assigned or otherwise encumbered its security interest in the Collateral.
5. Grantee hereby agrees to execute, acknowledge and deliver all such further instruments and to take all such further actions as may be reasonably requested or are required in order to more fully and effectively carry out the purposes of this Release.

IN WITNESS WHEREOF, Grantee has caused this Release to be executed by its duly authorized representative as of the Effective Date.

SOCIETE GENERALE, as Administrative Agent

By: 

Name: Edward J. Grimm

Its: Director

SCHEDULE A

U.S. TRADEMARK APPLICATIONS AND REGISTRATIONS

Mark	Country	Serial No. or Registration No.
FRIENDLY'S	USA	1704309
FRIENDLY'S	China	92086791 / 715964
FRIENDLY'S	Great Britain	1497602
FRIENDLY'S (Stylized)	Hong Kong	1079692 / 803363
FRIENDLY'S	Taiwan	81059418 / 65104
CANDY SHOPPE SUNDAE	USA	1720549
CAPUCCINO DREAM	USA	75235520
CHERRY CHOCO LANDSLIDE	USA	75235522
CHOCOLATE MALTED MEMORIES	USA	75235521
COMPANY C ROTISSERIE & GRILLE	USA	1783691
DOUBLE BERRY DELIGHT	USA	75235524
DOUBLE DELUXE SUNDAE	USA	75235523
FLAVOR FANATICS	USA	
FORBIDDEN CHOCOLATE	USA	1645426
FRESH & FRIENDLY	USA	1946872
FRESH'N FRIENDLY	USA	1207445
FRIENDLY	USA	1302932
FRIENDLY	USA	1302933
FRIENDLY	USA	1062852
FRIENDLY (Script)	USA	1032588
FRIENDLY FAMILY RESTAURANTS	USA	1162271
FRIENDLY (Script)	USA	1062350
FRIENDLY FRANK	USA	1039803
FRIENDLY ICE CREAM	USA	1062354
FRIENDLY ICE CREAM	USA	1062851
FRIENDLY'S (Block)	USA	1597640

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SCHEDULE A TO RELEASE OF SECURITY INTEREST IN TRADEMARK

REEL: 003315 FRAME: 0806

FRIENDLY'S (Script)	USA	1595593
FRIENDLY'S BAKERY EXPRESS	USA	75245807
FRIENDLY'S BIG BEEF	USA	1030190
FRIENDLY'S CANDY SHOPPE SUNDAE	USA	1720530
FRIENDLYVILLE	USA	1263283
JUBILEE ROLL	USA	1642197
LEAVE ROOM FOR THE ICE CREAM	USA	2406437
PURELY PISTACHIO	USA	1925667
SMOOTH CREATIONS	USA	75336974
SUNDAE DRIVERS	USA	75245806
SWISS MOCHA MANIA	USA	75235519
THE FRIENDLY WIZARD	USA	1273961
VIENNA MOCHA CHUNK	USA	1971123
FRIENDLY'S	France	92439657
FRIENDLY'S	Germany	D51601/29WZ / 2060075
FRIENDLY'S	Great Britain	1576564
FRIENDLY'S AND DESIGN	Canada	393083 / TMA226060
FRIENDLY'S	Egypt	87606
FRIENDLY'S (STYLIZED)	Europe (CTM)	287524
FRIENDLY'S	India	683225
FRIENDLY'S	South Korea	93-20182 / 301693
FRIENDLY'S	Sweden	93-2147 / 253892
TOPPER TWISTER	USA	1659947
STRAWBERRY PASSION	USA	1650273
CLAMBOAT	USA	1010077
DUTCH FUDGE ROLL	USA	1420679
FISHAMAJIG	USA	1015495
FISHAMAJIG	USA	1100306
FRIBBLE	USA	845093
FRIBBLE	USA	1072831

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SCHEDULE A TO RELEASE OF SECURITY INTEREST IN TRADEMARK

REEL: 003315 FRAME: 0807

GREAT AWAKENINGS	USA	1262053
HAPPY ENDING	USA	1346611
WATTAMELON ROLL	USA	1313682
WIZARD DESIGN	USA	1286573
FRIEND-Z	USA	2998509
DESSERT CENTER	USA	2623028
ORANGE CRÈME ROLL	USA	76061761
COOL CASH	USA	76079807
SOFTY THE TEDDY BEAR	USA	76116833
CONE HEAD SUNDAE	USA	76116950
MONSTER MASH SUNDAE	USA	76116951
GOOD N' GOOEY SUNDAE	USA	76116952
FORBIDDEN CHOCOLATE EXPLOSION	USA	2475647
CARAMEL FUDGE BLAST	USA	2234412
FRIENDWICH	USA	75526273
FRIENDWICH	USA	76184855
BIG-TWO-DO	USA	2471575