

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/11/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Carvel Corporation		05/11/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	FOCUS Brands Inc.
Street Address:	200 Glenridge Point Parkway
Internal Address:	Suite 200
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30342
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2954989	FOCUS ON MAKING PEOPLE HAPPY!

**CORRESPONDENCE DATA**

Fax Number: (404)685-6929  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 404-815-3649  
 Email: mbedsole@sgrlaw.com  
 Correspondent Name: Coby S. Nixon  
 Address Line 1: 1230 Peachtree Street, N.E.  
 Address Line 2: Suite 3100, Promeande II  
 Address Line 4: Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	FOCUS/042668.220
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NAME OF SUBMITTER:	Coby S. Nixon
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OP \$40.00 2954989

Signature:

/Coby S. Nixon/

Date:

06/05/2006

Total Attachments: 1

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**ASSIGNMENT OF U. S. TRADEMARK AND REGISTRATIONS**


WHEREAS, Carvel Corporation, a Delaware corporation, with a principal place of business at Suite 200, 200 Glenridge Point Parkway, Atlanta, Georgia 30342, has adopted and used the mark FOCUS ON MAKING PEOPLE HAPPY! & Design, which is the subject of the U.S. Federal Registration No. 2,954,989; and

WHEREAS, FOCUS Brands Inc., a Delaware corporation, with a principal place of business at Suite 200, 200 Glenridge Point Parkway, Atlanta, Georgia 30342, is desirous of acquiring said mark and its federal registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Carvel Corporation does hereby assign unto FOCUS Brands Inc. all right, title and interest in and to said mark and its federal registration, together with the good will of the business symbolized by said mark, effective as of May 11, 2006.

Carvel Corporation

Date: May 11, 2006

  
Name: Kathryn A. Rookes  
Title: Vice President  
**Legal**

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