

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Robert Coyle		08/15/2006	INDIVIDUAL: UNITED STATES
Steve Saari		08/15/2006	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hatch, Inc.		
<b>Street Address:</b>	1348 Long Road		
<b>City:</b>	Ball Ground		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30107		
<b>Entity Type:</b>	CORPORATION: GEORGIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78595099	YUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)581-8330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(404) 581-8275		
<b>Email:</b>	srbrown@jonesday.com		
<b>Correspondent Name:</b>	Sidney R. Brown		
<b>Address Line 1:</b>	1420 Peachtree Street, N.E.,		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-3053		
<b>ATTORNEY DOCKET NUMBER:</b>	421581-600001		
<b>NAME OF SUBMITTER:</b>	Sidney R. Brown		
<b>Signature:</b>	/Sidney R. Brown/		

OP \$40.00 78595099

Date:

08/15/2006

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

WHEREAS, ROBERT COYLE, a United States individual having a business address at 1348 Long Road, Ball Ground, Georgia 30107 and Steve Saari, a United States individual having a business address at 1348 Long Road, Ball Ground, Georgia 30107 (hereinafter individually, "ASSIGNOR" and jointly, "ASSIGNORS"), are jointly the owner of all rights in the trademark and U.S. Trademark Application for YUM, serial number 78/595,099 (hereinafter, the "Trademark") and adopted and used by the ASSIGNORS in their business; and

WHEREAS, HATCH, INC., a Georgia corporation, having its principal place of business at 1348 Ball Ground, Georgia 30107 (hereinafter "ASSIGNEE"), is desirous of obtaining the entire right, title and interest in, to and under the aforesaid Trademark;

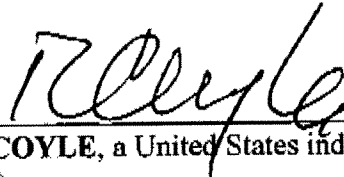
1. NOW, THEREFORE, for good and valuable consideration received by ASSIGNORS, ASSIGNORS hereby sell, assign, transfer, and set over unto the said ASSIGNEE the Trademark, together with the goodwill of ASSIGNORS' business connected with the use thereof and symbolized by the Trademark, the entire right, title, and interest in and to the Trademark, for its own use and the benefit of its successors, and assigns.

2. ASSIGNORS agree that they will cause to be prepared, signed and filed all lawful papers and make all rightful required to perfect and record title to the Trademark in the United States Patent and Trademark Office.

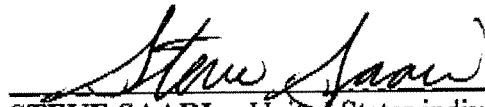
3. ASSIGNEE shall retain the exclusive right to bring and maintain actions for, and to settle, release and compromise claims for infringement of, the Trademark occurring prior to the date hereof and to retain the proceeds thereof.

4. Except as otherwise expressly provided herein, no obligation is hereby assumed by either ASSIGNORS or ASSIGNEE to maintain, prosecute, enforce, litigate concerning, assert or defend the Trademark or to file any document with respect thereto.

IN WITNESS WHEREOF, the undersigned have caused these presents to be signed by their respective officers thereunto duly authorized as of the 15<sup>th</sup> day of August, 2006.

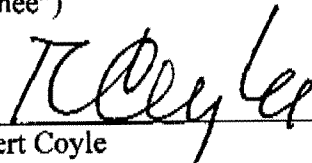


**ROBERT COYLE**, a United States individual  
("Assignor")



**STEVE SAARI**, a United States individual  
("Assignor")

**HATCH, INC.**, a Georgia corporation  
("Assignee")

By: 

Robert Coyle  
CEO and Treasurer