

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/18/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Fairway Operating Corp.		01/18/2007	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	Fairway Broadway LLC
Street Address:	2284 12th Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10027
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Registration Number:	2375537	LIKE NO OTHER MARKET
Registration Number:	2431510	LIKE NO OTHER MARKET

**CORRESPONDENCE DATA**

Fax Number: (212)230-7735  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-318-6535  
 Email: traceybennett@paulhastings.com  
 Correspondent Name: Tracey D. Bennett  
 Address Line 1: c/o Paul, Hastings, Janofsky & Walker  
 Address Line 2: 75 East 55th Street  
 Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Tracey D. Bennett
Signature:	/s/Tracey D. Bennett

OP \$65.00 2375537

Date:

01/24/2007

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, Fairway Operating Corp., a corporation organized under the laws of the State of New York, having a place of business at 2127 Broadway, New York, New York 10023, United States of America ("Assignor"), owns the following marks: LIKE NO OTHER MARKET, which is registered in the United States Patent and Trademark Office, Registration No. 2,375,537, and issued on August 8, 2000; and, LIKE NO OTHER MARKET, which is registered in the United States Patent and Trademark Office, Registration No. 2,431,510, and issued on February 27, 2001; (the "Marks"); and

WHEREAS, Fairway Broadway LLC, a limited liability company organized under the laws of the State of Delaware, having a place of business at 2127 Broadway New York, NY 10023 ("Assignee"), desires to acquire the Marks and the registrations thereof;

NOW THEREFORE, for all good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee all of its rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

FAIRWAY OPERATING CORP.  
(Assignor)

By: 

Name: HOWARD GLICKBERG  
Title: PRESIDENT AND CEO