

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
Dairy Queen of Greater St. Louis, Inc.		09/27/2006	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	American Dairy Queen Corporation		
Street Address:	7505 Metro Boulevard		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55439		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2552591	POW'R SLUSH	
CORRESPONDENCE DATA			
Fax Number:	(612)632-4097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-632-3097		
Email:	trademark@gpmlaw.com		
Correspondent Name:	Laura J. Hein		
Address Line 1:	P.O. Box 2906		
Address Line 4:	Minneapolis, MINNESOTA 55402-0906		
ATTORNEY DOCKET NUMBER:	56941-US-192		
NAME OF SUBMITTER:	Laura J. Hein		
Signature:	/Laura J. Hein/		
Date:	03/08/2007		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARKS AND TRADE NAMES

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "**Agreement**"), between Dairy Queen of Greater St. Louis, Inc., a Missouri corporation located at 1191 Westline Drive, St. Louis, Missouri 63146 ("**Assignor**"), and American Dairy Queen Corporation, a Delaware corporation located at 7505 Metro Boulevard, Minneapolis, Minnesota 55439 ("**Company**"), is effective as of September 27, 2006.

RECITALS

- A. Assignor is the owner of the POW'RSLUSH, Serial No. 76/281,658, Registration No. 2,552,591 (the "**Mark**").
- B. Assignor hereby assigns the Mark to Company pursuant to the Purchase Agreement between Assignor and Company of the same date.

AGREEMENT

In consideration of the above recitals and the promises set forth in this Agreement, the parties agree as follows:

Assignor transfers and assigns to Company all of Assignor's right, title and interest in and to the Mark, together with all associated good will and all related rights, and all registrations and applications for registration of the Mark in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured. The provisions of this Agreement inure to the benefit of Company, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

The parties have executed this Agreement as of the date first written above.

Assignor:

DAIRY QUEEN OF GREATER ST. LOUIS, INC.

By: _____

Its: _____

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