

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
Illinois Trading Co.		04/17/2007	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	America Loves BBQ, LLC		
Street Address:	6200 N HIAWATHA AVE		
Internal Address:	STE 620		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60646		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77105519	LOVE ME TENDERS	
Serial Number:	77107373	LOVE ME TENDERS	
CORRESPONDENCE DATA			
Fax Number:	(312)261-1532		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.261.2238		
Email:	trademark@pedersenhaupt.com		
Correspondent Name:	Stan Sneeringer		
Address Line 1:	161 N. Clark Street		
Address Line 2:	Suite 3100		
Address Line 4:	CHICAGO, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	200330735		
NAME OF SUBMITTER:	Stan Sneeringer		

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Signature:	/Stan Sneeringer/
Date:	04/27/2007
Total Attachments: 2 source=tmasn#page1.tif source=tmasn#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT, effective the 17 day of April, 2007, is by and between Illinois Trading Co., an Illinois corporation ("Assignor"), and America Loves BBQ, LLC, an Illinois limited liability company ("Assignee").

WHEREAS, Assignor has adopted, used and is the owner of the right, title and interest in and to the trademark LOVE ME TENDERS, both as a word mark and as a stylized logo design, including rights at common law and applied for under Fed. Serial No. 77/105,519 as to the word mark and Fed. Serial No. 77/107,373 as to the stylized logo design (hereinafter referred to as the "Trademark Rights"); and

WHEREAS, Assignee desires to acquire said Trademark Rights together with all of the goodwill of the business symbolized by the Trademark Rights; and

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark Office and other appropriate Patent and Trademark Offices.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby, grant, assign, transfer, convey and set over unto Assignee, all of Assignor's right, title and interest in and to the Trademark Rights, and all applications and all registrations therefor, and all usages of the trademarks and service marks that have not been applied for, if any, together with the goodwill of the business symbolized by the Trademark Rights, and all priority rights under any applicable convention, all rights to damages and profits, due or accrued, arising out of past or future infringements of said Trademark Rights, and the right to sue for and recover the same.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer effective as of the day and year first written above.

ILLINOIS TRADING CO.

By: 
Name: Larry Oberman
Its: President

Dated: April 17, 2007

STATE OF ILLINOIS)
) ss
COUNTY OF COOK)

I, Raina Patel, a notary public in and for, and residing in the said County in the State aforesaid, DO HEREBY CERTIFY, that Larry Oberman, the President of Illinois Trading Co., is personally known to me to be the same person whose name is subscribed to the foregoing Assignment, appeared before me this day in person, and acknowledged that he/she signed, sealed and delivered said instrument as his/her free and voluntary act, for the uses and purposes therein set forth.

GIVEN under my hand and notarial seal, this 17 day of April, 2007.



Raina Patel
Notary Public