

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
Mr. Steven Emmons		05/31/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Taco Bell Corp.		
Street Address:	17901 Von Karman		
Internal Address:	Legal		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2624551	BAJA BLAST	
CORRESPONDENCE DATA			
Fax Number:	(972)338-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@yum.com		
Correspondent Name:	Philip M. Davison		
Address Line 1:	14841 N. Dallas Parkway		
Address Line 2:	Legal - Trademarks		
Address Line 4:	Dallas, TEXAS 75254		
ATTORNEY DOCKET NUMBER:	TM8311 TB		
NAME OF SUBMITTER:	Philip M. Davison		
Signature:	/philipmdavison/		
Date:	06/11/2007		

CH \$40.00 2624551

Total Attachments: 1
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ASSIGNMENT

Whereas Steven Emmons ("Assignor") of 17901 Von Karman, Irvine, California, is the owner of the following mark registered in the U.S. Patent and Trademark Office:

Mark: BAJA BLAST
Registration No.: 2624551
Serial No.: 76311944
Registered: September 24, 2002

and

Whereas Taco Bell Corp. ("Assignee"), of 17901 Von Karman, Irvine, California, is desirous of acquiring such mark and the registration thereof;

Now, therefore, for good, valuable and lawful consideration, receipt of which is hereby acknowledged, Steven Emmons hereby assigns unto Taco Bell Corp., its successors and assigns, all right, title and interest in and to such mark, together with the good will of the business symbolized by and associated with the mark, and the above identified registration thereof.

Assignor:

[Handwritten signature of Steven Emmons]
Steven Emmons

JTC

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE) ss.

On this 31 day of May, 2007, before me appeared Steven Emmons, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf.

WITNESS my hand and official seal.

[Handwritten signature of Cherie Silberberger]

