

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
PATSY'S ITALIAN RESTAURANT, INC.		09/21/2007	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	PATSY'S BRAND, INC.
Street Address:	236 West 56th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2980640	THERE ARE THE RESTAURANTS YOU GO TO. AND THE RESTAURANTS YOU GO BACK TO.
Registration Number:	3009866	PATSY'S
Registration Number:	3009836	PATSY'S PR
Registration Number:	3090551	PATSY'S OF NEW YORK
Serial Number:	78842306	MY PAL SAL

CORRESPONDENCE DATA

Fax Number: (212)391-0525
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-278-0400
Email: nzivin@cooperdunham.com
Correspondent Name: Norman H. Zivin c/o COOPER & DUNHAM LLP
Address Line 1: 1185 Avenue of the Americas
Address Line 2: Suite 2300
Address Line 4: New York, NEW YORK 10036

CH \$140.00 2980640

ATTORNEY DOCKET NUMBER:	1960/65970/NHZ
NAME OF SUBMITTER:	Norman H. Zivin
Signature:	/norman h. zivin/
Date:	09/24/2007
Total Attachments: 2 source=Executed Assignment#page1.tif source=TMS BY PATSYS ITALIAN#page1.tif	

SERVICE MARK ASSIGNMENT

WHEREAS, PATSY'S ITALIAN RESTAURANT, INC., a corporation of the State of New York, is the owner of the marks and registrations shown on the annexed schedule in the United States; and

WHEREAS, PATSY'S BRAND, INC., a corporation of the State of New York, having a place of business at 236 West 56th Street, New York, New York 10019, is desirous of acquiring all rights in the marks and the registrations therefor;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged;

PATSY'S ITALIAN RESTAURANT, INC., hereby sells, assigns and transfers to PATSY'S BRAND, INC., and its successors and assigns, all right, title and interest in and to the marks, together with the goodwill of the business symbolized by the marks.

PATSY'S ITALIAN RESTAURANT, INC. and PATSY'S BRAND, INC. agree to cooperate in any pending or future action for infringement, and to join as parties where necessary or required.

PATSY'S ITALIAN RESTAURANT, INC.

Dated: Sept 21, 2007

By: [Signature]

Title: Vice - President

PATSY'S BRAND, INC.

Dated: Sept 21, 2007

By: [Signature]

Title: Vice president

SCHEDULE OF MARKS

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
MY PAL SAL	78/842,306	March 21, 2006

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
THERE ARE THE RESTAURANTS YOU GO TO. AND THE RESTAURANTS YOU GO BACK TO.	2,980,640	August 2, 2005
PATSY'S	3,009,866	November 1, 2005
PATSY'S (script)	3,009,836	November 1, 2005
PATSY'S OF NEW YORK	3,090,551	May 9, 2006