

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/24/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CSC Equipment Company, LLC		10/03/2007	LIMITED LIABILITY COMPANY: ARIZONA

RECEIVING PARTY DATA

Name:	Cold Stone Creamery, Inc.
Street Address:	9311 E. Via de Ventura
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85258
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78703684	LIQUID BAR
Serial Number:	78703738	LIQUID BAR

CORRESPONDENCE DATA

Fax Number: (602)382-6070
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 602 382-6000
 Email: pdemello@swlaw.com
 Correspondent Name: R. Lee Fraley, Snell & Wilmer
 Address Line 1: 400 E Van Buren
 Address Line 4: Phoenix, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER:	39222.8100
NAME OF SUBMITTER:	R. Lee Fraley

CH \$65.00 78703684

Signature:

/R. Lee Fraley/

Date:

10/03/2007

Total Attachments: 1

source=LiquidBarExecAsgn#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, CSC EQUIPMENT COMPANY, LLC, an Arizona limited liability company now known as Executive Risk Management, LLC, with a principal place of business at 9311 E. Via de Ventura, Scottsdale, Arizona 85258 ("Assignor"), filed the following United States intent-to-use trademark applications based upon its *bona fide* intent to use the following marks on or in connection with the following goods and services:

Application Serial No.	Filing Date	Mark	Goods/Services
78/703,684	Aug. 30, 2005	LIQUID BAR	Frozen confections; ice creams; frozen yogurts; sorbets; ice cream sundaes; ice cream shakes; sorbet shakes; frozen yogurt shakes; cakes; pies; waffle-patterned cone cups in the shape of cones and bowls; milkshakes (Int'l Class 30)
78/703,738	Aug. 30, 2005	LIQUID BAR	Restaurant services (Int'l Class 43)

hereinafter referred to as the "Applications" and the "Marks";

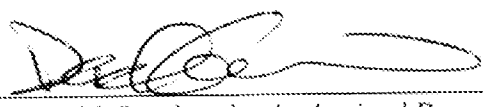
WHEREAS COLD STONE CREAMERY, INC., an Arizona corporation with a principal place of business at 9311 E. Via de Ventura, Scottsdale, Arizona 85258 ("Assignee"), has acquired the business of Assignor in connection with which Assignor had a *bona fide* intent to use the Marks; and

WHEREAS Assignee now desires to confirm its ownership of the Applications as well as the Marks and the goodwill symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to the Marks and the Applications together with the goodwill of the business symbolized by said Marks *nunc pro tunc* as of July 24, 2006.

CSC EQUIPMENT COMPANY, LLC, an Arizona limited liability company now known as Executive Risk Management, LLC

Dated: October 3, 2007

By 
David Guarino, its Authorized Representative

ASSIGNOR