

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
McDonald's Corporation		08/27/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Boston Market Corporation
Street Address:	14103 Denver West Parkway
City:	Golden
State/Country:	COLORADO
Postal Code:	80401
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 43

Property Type	Number	Word Mark
Registration Number:	2029513	
Registration Number:	1996529	BOSTON
Registration Number:	1997941	BOSTON CARVER
Registration Number:	2066383	BOSTON CARVER SANDWICHES
Registration Number:	1628747	BOSTON CHICKEN
Registration Number:	1819092	BOSTON CHICKEN
Registration Number:	1615277	
Registration Number:	1865024	BOSTON CHICKEN ROTISSERIE
Registration Number:	2551400	B O S T O N M A R K E T BOSTON HEARTH SPECIALTY FOODS
Registration Number:	2181724	BOSTON MARKET
Registration Number:	2248593	BOSTON MARKET
Registration Number:	1963578	BOSTON MARKET
Registration Number:	1940179	BOSTON MARKET
Registration Number:	2102511	BOSTON MARKET

CH \$1090.00 2029513

Registration Number:	1982175	BOSTON MARKET
Registration Number:	2161437	BOSTON MARKET
Registration Number:	2031466	BOSTON MARKET HOME STYLE MEALS
Registration Number:	2494556	BOSTON MARKET KIDS
Registration Number:	2131807	
Registration Number:	3109682	BOSTON MARKET'S ROTISSERIE GRILL
Registration Number:	3109680	BOSTON MARKET'S ROTISSERIE GRILL
Registration Number:	3109683	BOSTON MARKET'S ROTISSERIE GRILL
Registration Number:	3109681	BOSTON MARKET'S ROTISSERIE GRILL
Registration Number:	2453391	BOSTONMARKET.COM
Registration Number:	2139128	
Registration Number:	2156874	
Registration Number:	2005962	CHICKEN CARVER
Registration Number:	2153221	HOME STYLE MEALS FAST
Registration Number:	1942467	
Registration Number:	1191424	MARKET
Registration Number:	2180046	MAX IT
Registration Number:	2005963	MEAT LOAF CARVER
Registration Number:	2138602	PEOPLE PAGES
Registration Number:	1878751	ROTISSERIE
Registration Number:	2237987	
Registration Number:	2116916	SUMMER MARKET
Registration Number:	2808409	WE'RE ALWAYS COOKING
Serial Number:	78698649	
Registration Number:	1517660	THE BOSTON CHICKEN
Registration Number:	2453374	BOSTON HEARTH
Serial Number:	78286960	CHEF GERARD'S BY BOSTON MARKET
Serial Number:	78825026	
Serial Number:	78286955	CHEF GERARD'S BY BOSTON MARKET

CORRESPONDENCE DATA

Fax Number: (312)660-0471

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 312-861-6371

Email: rprescan@kirkland.com

Correspondent Name: Renee Prescan

Address Line 1: 200 E. Randolph Drive
Address Line 2: Kirkland & Ellis LLP
Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	38233-288 RMP
NAME OF SUBMITTER:	Renee M. Prescan
Signature:	/Renee M. Prescan/
Date:	10/04/2007

Total Attachments: 5

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of August 27, 2007 ("Effective Date") by and between **McDonald's Corporation**, a Delaware corporation, with its principal office at One McDonald's Plaza, Oak Brook, Illinois 60523, USA ("Assignor"), and **Boston Market Corporation**, a Delaware corporation, with its principal office at 14103 Denver West Parkway, Golden, Colorado 80401, USA ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Contribution and Assumption Agreement dated as of August 27, 2007, (the "Contribution Agreement"); and

WHEREAS, pursuant to the Contribution Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations and applications set forth on Schedule A attached hereto, and the State trademark registrations set forth on Schedule B attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks").

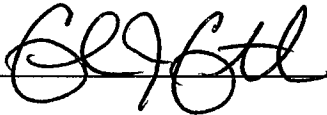
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, for the United States, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

MC DONALD'S CORPORATION

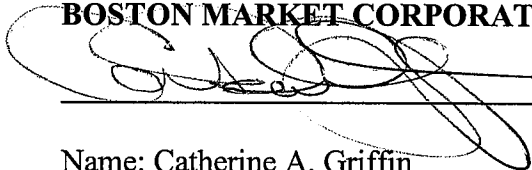


Name: Chris Catalano

Title: Corporate Vice President and Chief Investment Officer- McDonald's Ventures

JAO

BOSTON MARKET CORPORATION



Name: Catherine A. Griffin

Title: Vice President and Secretary

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark Name	Country	Class(es)	Filing Date	Serial No.	Registration Date	Registration No.
Awning Design	United States	42	12/06/94	74607565	01/14/97	2029513
Boston	United States	42	02/08/95	74631420	08/27/96	1996529
Boston Carver	United States	30	02/08/95	74631416	09/03/96	1997941
Boston Carver Sandwiches and Design	United States	30	10/18/95	75009727	06/03/97	2066383
Boston Chicken	United States	42		74023837	12/18/90	1628747
Boston Chicken	United States	29, 30	01/07/92	74235760	02/01/94	1819092
Boston Chicken Logo (Chicken Design)	United States	42	01/16/90	74019052	09/25/90	1615277
Boston Chicken Rotisserie and Design	United States	42	11/24/92	74334286	11/29/94	1865024
Boston Hearth and Design	United States	29, 30	04/03/97	75239487	03/26/02	2551400
Boston Market	United States	36	03/13/96	75102807	08/18/98	2181724
Boston Market	United States	9, 16, 20, 21, 25	04/03/97	75268735	06/01/99	2248593
Boston Market	United States	29	07/02/93	74410044	03/19/96	1963578
Boston Market	United States	42	07/02/93	74410045	12/05/95	1940179
Boston Market and Design	United States	29	02/09/95	74631872	10/07/97	2102511
Boston Market and Design	United States	42	02/09/95	74631862	06/25/96	1982175
Boston Market and Store Front Design	United States	42	11/01/96	75190992	06/02/98	2161437
Boston Market Home Style Meals and Design	United States	42	02/09/95	74631892	01/21/97	2031466
Boston Market Kids Logo	United States	42	03/07/97	75259689	10/02/01	2494556
Boston Market Logo	United States	36	05/13/96	75102806	01/27/98	2131807
Boston Market's Rotisserie Grill	United States	29,30	04/07/03	76505016	06/27/06	3109682
Boston Market's Rotisserie Grill	United States	43	04/07/03	76505012	06/27/06	3109680

Trademark Name	Country	Class(es)	Filing Date	Serial No.	Registration Date	Registration No.
Boston Market's Rotisserie Grill and Design	United States	29,30	04/07/03	76505017	06/27/06	3109683
Boston Market's Rotisserie Grill and Design	United States	43	04/07/03	76505013	06/27/06	3109681
BOSTONMARKE T.COM	United States	42	10/07/96	75177936	05/22/01	2453391
Carver Design	United States	30	04/03/97	75268916	02/24/98	2139128
Carver Design	United States	42	05/28/97	75299177	05/12/98	2156874
Chicken Carver	United States	30	09/11/95	74727301	10/08/96	2005962
Home Style Meals Fast	United States	42	01/17/97	75227618	04/21/98	2153221
Logo (Outline)	United States	29, 42	10/26/94	74590919	12/19/95	1942467
Market	United States	42	03/02/82	73294940	03/02/82	1191424
Max It+	United States	42	01/08/97	75222808	08/11/98	2180046
Meat Loaf Carver	United States	30	09/11/95	74727302	10/08/96	2005963
People Pages	United States	16	01/17/97	75227234	02/24/98	2138602
Rotisserie and Design	United States	29	06/09/93	74400124	02/14/95	1878751
Store Front Design	United States	42	11/01/96	75191345	04/13/99	2237987
Summer Market	United States	42	05/15/96	75104506	11/25/97	2116916
Turkey Carver	United States	30	09/11/95	74727303	10/08/96	2005964
We're Always Cooking	United States	43	04/07/03	76505015	01/27/04	2808409
Oval Design	United States	16,29	08/23/05	78698649		Pending
The Boston Chicken	United States	42	5/11/98	73/727766	12/20/88	1517660
Boston Hearth	Unites States	29, 30	4/25/01	75/094055	5/22/01	2453374
Chef Gerard's	Unites States	30	8/13/03	78/286960		Pending TM
Oval Design	United States	35,39,43	02/28/06	78825026		Pending
Chef Gerard's	United States	29,30	08/13/03	78286955		Pending

SCHEDULE B

STATE TRADEMARK REGISTRATIONS

Trademark	Country	Class(es)	Filing Date	Serial No.	Registration Date	Registration No.
Boston	California	42	01/22/96	unknown	03/20/96	045727
Boston	Colorado	42	10/25/95	unknown	11/03/95	951135623M
Boston	Florida	42	10/25/95	unknown	01/02/96	T96000000007
Boston	Illinois	42	03/05/96	unknown	03/13/97	080111
Boston	Texas	42	10/25/95	unknown	01/24/96	5529617
Market	Minnesota	35	Unknown	Unknown	06/10/96	7024