

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/30/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Schussler Creative, Inc.		11/30/2007	CORPORATION: MINNESOTA

**RECEIVING PARTY DATA**

Name:	Creative Attractions, LLC
Street Address:	858 Decatur Avenue No.
City:	Golden Valley
State/Country:	MINNESOTA
Postal Code:	55427
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78591560	HOT DOG HALL OF FAME

**CORRESPONDENCE DATA**

Fax Number: (612)672-8397  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 612-672-8331  
 Email: john.provo@maslon.com  
 Correspondent Name: John W. Provo  
 Address Line 1: 90 S. 7th St., 3300 Wells Fargo Center  
 Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	20072035
NAME OF SUBMITTER:	Steven Schussler
Signature:	/Steven Schussler/

OP \$40.00 78591560

Date:

12/11/2007

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARK

**THIS ASSIGNMENT OF TRADEMARK** (the "**Assignment**") is made and entered into this 3<sup>rd</sup> day of November, 2007, by and between Schussler Creative, Inc., a Minnesota corporation ("**Assignor**"), and Creative Attractions, LLC, a Minnesota limited liability company ("**Assignee**"). Assignor and Assignee may be referred to in this Assignment individually as "**Party**" and collectively as "**Parties.**"

### **RECITALS**

**WHEREAS**, Assignor is the owner of that certain trademark, which trademark is the subject of an application for registration pending before the U.S. Trademark Office as described on Schedule 1 attached hereto (the "**Trademark**"); and

**WHEREAS**, Creative Attractions, LLC, its successors, assignees and designees desires to acquire the entire right, title and interest in and to the Trademark and Schussler Creative, Inc. desires to assign the entire right, title and interest in and to the Trademark.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties mutually agree as follows:

### **ASSIGNMENT AND AGREEMENT**

1. Assignment. Assignor hereby assigns and transfers to Assignee, and Assignee hereby accepts, the entire right, title and interest in and to the Trademark; the same to be held and enjoyed by Assignee for its own use and on its own behalf, and for its legal representatives, successors, assigns and designees, as fully and entirely as the same would have been held by Assignor had this Assignment and sale not been made, for the United States and all foreign countries.

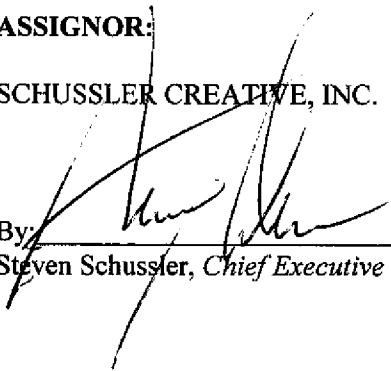
2. Protection: Enforcement. Assignor irrevocably designates and appoints Assignee as its agent and attorney-in-fact, to act for and in its behalf and stead to execute, register and file any such applications, and to do all other lawfully permitted acts to further the registration, prosecution and issuance of trademark rights associated with the Trademark with the same legal force and effect as if executed by Assignor. Assignor agrees to perform all further acts reasonably necessary to assist Assignee in obtaining, transferring and/or assigning the Trademark, including without limitation, executing such documents as Assignee may reasonably request. To the extent any court, administrative tribunal or agency determines any of the rights granted hereunder may be inalienable or invalid, Assignor shall agree not to exercise such rights, and to grant to Assignee the exclusive, perpetual, irrevocable, worldwide, transferable, assignable, sub-licensable and royalty free right to exercise all such rights in the Trademark without any obligation of attribution, royalty, fee or consent.

3. Miscellaneous. This Assignment shall be binding upon the Assignor and its successors, and shall be governed by and construed under the laws of the State of Minnesota, United States, without regard to conflicts-of-law principles. If any provision of this Assignment is held to be invalid, illegal or unenforceable, the validity, legality or enforceability of the remaining provisions will in no way be affected or impaired thereby.

IN WITNESS WHEREOF, the undersigned has signed this assignment as of the 30<sup>th</sup> day of November, 2007.

**ASSIGNOR:**

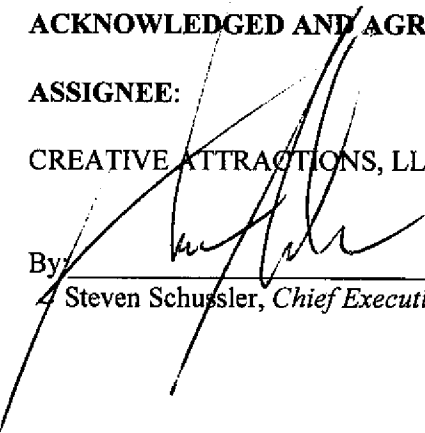
SCHUSSLER CREATIVE, INC.

By:   
\_\_\_\_\_  
Steven Schussler, *Chief Executive Officer*

**ACKNOWLEDGED AND AGREED TO BY:**

**ASSIGNEE:**

CREATIVE ATTRACTIONS, LLC

By:   
\_\_\_\_\_  
Steven Schussler, *Chief Executive Officer*

SCHEDULE 1

Description of Trademark\*

HOT DOG HALL OF FAME

Serial Number 78/591560

\*Trademark shall include any and all of Assignor's know-how, techniques, inventions, discoveries, trade secrets, derivative works or work product of any nature whatsoever related to or connected with the Trademark.