

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ULTIMATE FRANCHISE SYSTEMS, INC.		12/17/2007	CORPORATION: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CONCEPT ACQUISITIONS II, LLC		
<b>Street Address:</b>	330 Evansdale Road		
<b>City:</b>	Lake Mary		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32746		
<b>Entity Type:</b>	CORPORATION: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3340647	OH! OH! BURRITO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)841-2343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	407 841-2330		
<b>Email:</b>	dsigalow@addmg.com		
<b>Correspondent Name:</b>	David L. Sigalow		
<b>Address Line 1:</b>	255 South Orange Avenue		
<b>Address Line 2:</b>	Suite 1401		
<b>Address Line 4:</b>	Orlando, FLORIDA 32801		
<b>ATTORNEY DOCKET NUMBER:</b>	40938		
<b>NAME OF SUBMITTER:</b>	David L. Sigalow		
<b>Signature:</b>	/David L. Sigalow/		

OP \$40.00 3340647

Date:

12/21/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS ULTIMATE FRANCHISE SYSTEMS, INC., a Nevada corporation, whose address is 300 International Pkwy, Suite 100, Heathrow, Florida 32746 (hereinafter "ASSIGNOR"), is the owner of U.S. Trademark Registration Serial No. 3,340,647 (hereinafter "The Trademark"); and

WHEREAS ASSIGNOR desires to assign and transfer all right, title and interest in the Trademark to CONCEPT ACQUISITIONS II, LLC, (hereinafter "ASSIGNEE"), a Nevada corporation, whose address is 330 Evansdale Road, Lake Mary, Florida 32746;

NOW, THEREFORE, ASSIGNOR, for TEN DOLLARS (\$10.00) and other valuable consideration, receipt of which is hereby acknowledged, does hereby assign and transfer to ASSIGNEE all right, title and interest ASSIGNOR has in and to the Trademark, together with the goodwill of the business symbolized thereby.

Date: 12-17-07

*Daniel B. Patterson*  
Name:  
Title: C.O.O.

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