

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|--------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Frymaster LLC | | 12/13/2007 | LIMITED LIABILITY COMPANY: LOUISIANA |
| RECEIVING PARTY DATA | | | |
| Name: | McDonald's Corporation | | |
| Street Address: | One McDonald's Plaza | | |
| City: | Oak Brook | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60523 | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77068793 | LOV | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (630)623-5011 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (630) 623-7224 | | |
| Email: | eric.gallender@us.mcd.com | | |
| Correspondent Name: | Eric W. Gallender | | |
| Address Line 1: | 2915 Jorie Boulevard | | |
| Address Line 4: | Oak Brook, ILLINOIS 60523 | | |
| NAME OF SUBMITTER: | Eric W. Gallender | | |
| Signature: | /Eric W. Gallender/ | | |
| Date: | 01/02/2008 | | |

CH \$40.00 77068793

Total Attachments: 3

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**TRADEMARK
 REEL: 003687 FRAME: 0639**

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11/2/07

ASSIGNMENT OF TRADEMARK
AND TRADEMARK APPLICATION

This Assignment is made this 13 day of December, 2007, between Frymaster LLC, a Louisiana limited liability company, with an address at 8700 Line Avenue, Shreveport, Louisiana 71106 ("ASSIGNOR"), and McDonald's Corporation, a Delaware corporation, with an address at One McDonald's Plaza, Oak Brook, Illinois 60523 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used and is using the trademark listed in Appendix A for which it owns a federal application in the United States Patent and Trademark Office;

WHEREAS, ASSIGNEE is desirous of acquiring said trademark and the application thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all its right, title, and interest in and to said mark, together with the goodwill of the business symbolized by and associated with said trademark and the trademark application thereof.

IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by a duly authorized officer.

FRYMASTER LLC

Dated: 12/13/07

By: Todd Phillips

Todd Phillips
Vice President of Finance

11/2/07

State of Louisiana)
) ss:
County of Caddo)

On this 13 day of December, 2007, before me appeared
Todd Phillips, the person who signed this instrument, who
acknowledged that he signed it as a free act on behalf of
Frymaster LLC.

Rachel Y Turner

Notary Public

RACHEL Y. TURNER, NOTARY PUBLIC
CADDO PARISH, LOUISIANA
MY COMMISSION IS FOR LIFE
NOTARY ID NUMBER 038603

My Commission Expires:

11/2/07

APPENDIX A

APPLICATION

| Trademark | Serial Number | Filing Date |
|------------------|----------------------|--------------------|
| LOV | 77/068,793 | December 20, 2006 |

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