

**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>
EARL OF SANDWICH (USA), LLC		02/21/2008	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EARL OF SANDWICH (FamilyCo) AG		
<b>Street Address:</b>	Bahnhofstrasse 8		
<b>City:</b>	Klosters		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	CH-7250		
<b>Entity Type:</b>	Swiss Corporation: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77025581	THE SANDWICH THAT STARTED IT ALL.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)352-7310		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	011 41 81 410 2323		
<b>Email:</b>	meisser@swisstm.com		
<b>Correspondent Name:</b>	Marco Bundi		
<b>Address Line 1:</b>	Bahnhofstrasse 8		
<b>Address Line 4:</b>	Klosters, SWITZERLAND CH-7250		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			
<b>Address Line 4:</b>			

OP \$40.00 77025581

**TRADEMARK**

NAME OF SUBMITTER:	Martha H. McIntosh
Signature:	/Martha H. McIntosh/
Date:	02/26/2008
Total Attachments: 1 source=THE SANDWICH THAT STARTED IT ALL#page1.tif	

U.S. PATENT AND TRADEMARK OFFICE  
OFFICE OF PUBLIC RECORDS  
ASSIGNMENT DIVISION

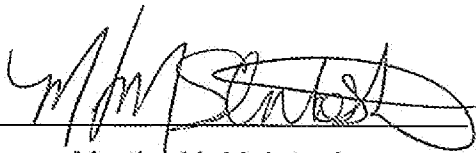
ASSIGNMENT OF TRADEMARK

Whereas Earl of Sandwich (USA), LLC of 7598 W. Sand Lake Road, Orlando, Florida 32819 has adopted, used and is using TM: THE SANDWICH THAT STARTED IT ALL which is pending application number 77/025581, dated October 20, 2006.

Whereas, Earl of Sandwich (FamilyCo) AG of Bahnhofstrasse 8, CH-7250 Klosters, Switzerland is desirous of acquiring said pending trademark; Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, said Earl of Sandwich (USA), LLC does hereby assign to the said Earl of Sandwich (FamilyCo) AG all right, title, and interest in and the TM: THE SANDWICH THAT STARTED IT ALL goodwill of the business symbolized thereby.

February 25, 2008

Date



Martha H. McIntosh  
Vice President & General Counsel