

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
EARL OF SANDWICH (USA), LLC		02/21/2008	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	EARL OF SANDWICH (FamilyCo) AG		
Street Address:	Bahnhofstrasse 8		
City:	Klosters		
State/Country:	SWITZERLAND		
Postal Code:	CH-7250		
Entity Type:	Swiss Corporation: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78646289	THE FULL MONTAGU	
CORRESPONDENCE DATA			
Fax Number:	(407)352-7310		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	011 41 81 410 2323		
Email:	meisser@swisstm.com		
Correspondent Name:	Marco Bundi		
Address Line 1:	Bahnhofstrasse 8		
Address Line 4:	Klosters, SWITZERLAND CH-7250		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			
Address Line 4:			

OP \$40.00 78646289

TRADEMARK

NAME OF SUBMITTER:	Martha H. McIntosh
Signature:	/Martha H. McIntosh/
Date:	02/26/2008
Total Attachments: 1 source=THE FULL MONTAGU#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 FULL MONTAGU which is registered number 3185857, dated December 19, 2006.

Whereas, Earl of Sandwich (FamilyCo) AG of Bahnhofstrasse 8, CH-7250 Klosters, Switzerland is desirous of acquiring said registered 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 FULL MONTAGU goodwill of the business symbolized thereby.

February 25, 2008

Date



Martha H. McIntosh
Vice President & General Counsel