

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
NEW WORLD RESTAURANT GROUP, INC.		05/03/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	EINSTEIN NOAH RESTAURANT GROUP, INC.
Street Address:	555 Zang Street
Internal Address:	Suite 300
City:	Lakewood
State/Country:	COLORADO
Postal Code:	80228
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2806827	MOUNTAIN RIDGE
Registration Number:	2130746	NEW WORLD COFFEE & BAGELS
Registration Number:	1889054	NEW WORLD COFFEE
Registration Number:	1905801	SUMMERTIME BLEND
Registration Number:	1858231	NEW WORLD COFFEE
Registration Number:	2634042	NEW WORLD COFFEE

CORRESPONDENCE DATA

Fax Number: (303)607-3600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 303-607-3500
 Email: trademarkdnvr@faegre.com
 Correspondent Name: Joshua A. Smith
 Address Line 1: 1700 Lincoln Street
 Address Line 2: 3200 Wells Fargo Center

OP \$165.00 2806827

Address Line 4: Denver, COLORADO 80203-4532

ATTORNEY DOCKET NUMBER: 76246-319460

NAME OF SUBMITTER: Joshua A. Smith

Signature: /Joshua A. Smith/

Date: 04/10/2008

Total Attachments: 1
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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "NEW WORLD RESTAURANT GROUP, INC.", CHANGING ITS NAME FROM "NEW WORLD RESTAURANT GROUP, INC." TO "EINSTEIN NOAH RESTAURANT GROUP, INC.", FILED IN THIS OFFICE ON THE THIRD DAY OF MAY, A.D. 2007, AT 4:12 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2313309 8100

070516903



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5649723

DATE: 05-04-07

RECORDED: 04/10/2008

TRADEMARK
REEL: 003758 FRAME: 0114