

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
Integrated Brands, Inc.		12/12/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	International Franchise Inc.		
Street Address:	210 Shields Court		
City:	Markham		
State/Country:	ONTARIO		
Postal Code:	L3R8V2		
Entity Type:	CORPORATION: NOVA SCOTIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78700781	DREAMERY	
Serial Number:	76312735	CHERRY CHIP BA DA BING	
Serial Number:	78156095	FORTUNATE VANILLA	
Serial Number:	75979493	DREAMERY	
Serial Number:	76076766	STRAWBERRY FIELDS	
Serial Number:	76383868	WHAT FLAVOR DO YOU DREAM IN	
CORRESPONDENCE DATA			
Fax Number:	(214)661-4899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-953-6818		
Email:	daltmdept@bakerbotts.com		
Correspondent Name:	Valerie Verret		
Address Line 1:	2001 Ross Avenue		
Address Line 2:	Suite 600		
Address Line 4:	Dallas, TEXAS 75201		

CH \$165.00 78700781

ATTORNEY DOCKET NUMBER:	069410INDULGE GENERAL
NAME OF SUBMITTER:	Valerie Verret
Signature:	/Valerie Verret/
Date:	06/04/2008
Total Attachments: 6 source=IB to IFI assignment#page1.tif source=IB to IFI assignment#page2.tif source=IB to IFI assignment#page3.tif source=IB to IFI assignment#page4.tif source=IB to IFI assignment#page5.tif source=IB to IFI assignment#page6.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Integrated Brands, Inc., is a New Jersey corporation with a principal place of business at 210 Shields Court, Markham, Ontario, L3R 8V2 (hereinafter "Assignor"); and

WHEREAS, International Franchise Inc. is a Nova Scotia corporation having a place of business at 210 Shields Court, Markham, Ontario, L3R 8V2 ("Assignee"); and

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks listed in the attached Schedule A, as well as all of the goodwill of the business symbolized thereby and associated therewith (the "Trademarks"); and

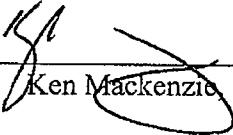
WHEREAS, Assignor is willing to transfer such right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, for good and valuable consideration in the amount of US\$10.00, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers unto Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and including, without limitation, all common law rights in and to the Trademarks and the right to sue and recover for, and the right to profits or damages due or accrued or arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, to be held and enjoyed by Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor covenants and agrees to execute and deliver such other documents as Assignee may reasonably request for the purposes of transferring, recording or otherwise effectuating or perfecting the transfer and assignment confirmed herein and as originally contemplated herein.


IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of 12th day of December, 2007.

INTEGRATED BRANDS, INC.

Per:  _____
Ken Mackenzie, CFO

I have authority to bind the Corporation

INTERNATIONAL FRANCHISE INC.

Per:  _____
Aaron Serruya, President

I have authority to bind the Corporation

SCHEDULE "A"

See attached chart listing "Dreamery" marks registered or pending in various countries

Country	Mark	Appl. No. Appl. In. Date	Reg. No. Reg. Date	Class	Goods/Services	Status
Chile	DREAMERY	447892 05-Mar-1999	685219 05-Feb-2004	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
China	DREAMERY	9900055920 21-May-1999	1482072 28-Nov-2000	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Jamaica	DREAMERY	302545 03-May-1999	36979 03-May-1999	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Japan	DREAMERY	11040144 07-May-1999	4379030 21-Apr-2000	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Korea, Republic of	DREAMERY	199914588 03-May-1999	478594 10-Oct-2000	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Malaysia	DREAMERY	99004205 17-May-1999		30	ice cream, ice milk, frozen yogurt, sorbets, sherbets, water ices, frozen confections, and frozen desserts.	Pending
Philippines	DREAMERY	4199906221 24-Aug-1999	4199906221 24-Sep-2005	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces (condiments), spices, ice.	Registered
Singapore	DREAMERY	T9909205E 25-Aug-1999	T9909205E 25-Aug-1999	30	ice cream, frozen yogurt, sorbets, sherbets, water ices, frozen confections, and frozen desserts.	Registered
Faiwah	DREAMERY	88021954 11-May-1999	887063 16-Mar-2000	30	coffee, tea, coca, sugar, rice, tapioca, sago, artificial coffee, flour and preparations made from cereals, bread, pastry and confectionery, ices, honey, treacle, yeast, baking-powder, salt, mustard, vinegar, sauces	Registered

TRADEMARK

REEL: 003788 FRAME: 0397

Country	Trademark Name	Registration No.	Effective Date	Expiry Date	Class	Goods/Services	Status
United States of America	CHERRY CHIP BADA BING	76/312735	14-Sep-2001		30	ice cream	Allowed
United States of America	DREAMERY	75/979493	05-Apr-1999	2473269 31-Jul-2001	30	ice cream	Registered
United States of America	FORTUNATE VANILLA	78/156095	20-Aug-2002	2833191 13-Apr-2004	30	ice cream	Registered
United States of America	STRAWBERRY FIELDS	76/076766	26-Jun-2000	2660267 10-Dec-2002	30	ice cream	Registered
United States of America	WHAT FLAVOR DO YOU DREAM IN	76/383868		2765384	30	ice cream, reduced fat, low fat and fat free ice cream; ice cream confections; frozen dairy and non-dairy confections; frozen dairy and non-dairy desserts; frozen reduced fat, low fat and fat free dairy and non-dairy confections; ice milk; sorbets; sherbets; shaved ice; frozen fruit juice bars; frozen fruit juice flavored bars; fat free frozen yogurt	Registered

14-Mar-2002 16-Sep-2003

CONTINUED SCHEDULE "A" OF THE TRADEMARK ASSIGNMENT

FROM INTEGRATED BRANDS, INC. TO INTERNATIONAL FRANCHISE INC.

EFFECTIVE AS OF DECEMBER 12, 2007

COUNTRY	MARK	APPLN. NO. & DATE	REGISTRATION	GOODS & SERVICES
USA	DREAMERY	78/700,781 AUG 25, 2005	2473268	IC 030. US 046. G&S: reduced fat, low fat and fat free ice cream; ice cream confections; frozen dairy and non-dairy confections; frozen dairy and non-dairy desserts; frozen reduced fat, low fat and fat free dairy and non-dairy confections; ice milk; sorbets; sherbets; shaved ice; frozen fruit juice bars; frozen yogurt; fat free frozen yogurt

INITIALS:

