

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
American Express Publishing Corp.		09/18/2008	COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	American Express Marketing & Development Corp.		
Street Address:	200 Vesey Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10285		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2197194	QUICK FROM SCRATCH	
CORRESPONDENCE DATA			
Fax Number:	(212)640-9257		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-640-1027		
Email:	trademarks@aexp.com		
Correspondent Name:	American Express Marketing & Development		
Address Line 1:	200 Vesey		
Address Line 2:	Kerry A. Farrell		
Address Line 4:	New York, NEW YORK 10285		
ATTORNEY DOCKET NUMBER:	584649770		
NAME OF SUBMITTER:	Dianne K. Cahill		
Signature:	/dianne k. cahill/		
Date:	09/18/2008		

OP \$40.00 2197194

Total Attachments: 1
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ASSIGNMENT OF TRADEMARKS

Whereas, American Express Publishing Corporation, a New York Corporation having its principal place of business at 1120 Avenue of the Americas New York NEW YORK 10285 (Assignor) has adopted, used, is using and is the owner of Trademark Registration No. 2197194 for the mark QUICK FROM SCRATCH (the "Trademark");

Whereas, American Express Marketing & Development Corp., a Delaware corporation having its principal place of business at 200 Vesey Street, New York, New York 10285 (Assignee), is desirous of acquiring all rights to the Trademarks, including all common-law rights thereto;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said trademarks and trade names, together with the goodwill of the business symbolized by said trademark, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

The parties hereby agree that they will execute any additional documents necessary to complete the recordal of this assignment where necessary.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor, does hereby execute this assignment to take effect on the 18 day of September, 2008.

American Express Publishing Corp.



Stephen P. Norman, Secretary