

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Trademark Assignment from TenPenny Group, Inc. to Taco Bell Corp.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TenPenny Group, Inc.		10/10/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Taco Bell Corp.		
<b>Street Address:</b>	17901 Von Karman		
<b>Internal Address:</b>	Legal - Trademarks		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92614		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3108838	DRIVE-THRU DIET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(972)338-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	972-338-8163		
<b>Email:</b>	trademarks@yum.com		
<b>Correspondent Name:</b>	YUM! Brands, Inc.		
<b>Address Line 1:</b>	14841 N. Dallas Parkway		
<b>Address Line 2:</b>	Legal - Trademarks		
<b>Address Line 4:</b>	Dallas, TEXAS 75254		
<b>ATTORNEY DOCKET NUMBER:</b>	TM60066		
<b>NAME OF SUBMITTER:</b>	Philip Davison		
<b>Signature:</b>	/Philip Davison/		

CH 3108838 \$40.00

Date:

10/16/2008

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS TenPenny Group, Incorporated, a Delaware corporation with offices at 11054 Ventura Blvd, Suite 469, Studio City, CA 91604 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 3108838 for DRIVE-THRU DIET ("Trademark"); and

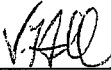
WHEREAS Taco Bell Corporation, a California corporation with offices at 17901 Von Karman, Irvine, CA 92614 USA (hereinafter "Assignee"), is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing.

NOW THEREFORE IT IS AGREED AS FOLLOWS

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of the 10<sup>th</sup> day of October, 2008.

TenPenny Group, Inc. (Assignor)

BY: 

Name: Victor Hill

Title: Principal

Date: Oct, 10, 2008

Taco Bell Corporation (Assignee)

BY: 

Name: Cathy Tang

Title: Assistant Secretary

Date: 10-16-2008