

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
Praise Coffee, Inc.	FORMERLY Coffee People, Inc.	06/12/2009	CORPORATION: OREGON
RECEIVING PARTY DATA			
Name:	Diedrich Coffee, Inc.		
Street Address:	28 Executive Park, Suite 200		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1640694	BLACK TIGER	
Registration Number:	1809442	BLACK TIGER	
Registration Number:	1883745	COFFEE PEOPLE	
Registration Number:	1793115	COFFEE PEOPLE	
Registration Number:	1808232	M	
Registration Number:	1796594	MOTOR MOKA	
CORRESPONDENCE DATA			
Fax Number:	(949)475-4754		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949-451-3800		
Email:	skann@gibsondunn.com		
Correspondent Name:	Stephanie Kann		
Address Line 1:	3161 Michelson Drive		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	22453-00047		

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TRADEMARK

REEL: 004007 FRAME: 0575

NAME OF SUBMITTER:	Stephanie S. Kann
Signature:	/stephanie s. kann/
Date:	06/18/2009
Total Attachments: 3 source=PCI TM Assignment#page1.tif source=PCI TM Assignment#page2.tif source=PCI TM Assignment#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into effective as of June 12, 2009 (the "Effective Date"), by and between Praise Coffee, Inc. (formerly known as Coffee People, Inc.), an Oregon corporation ("Assignor"), and Diedrich Coffee, Inc., a Delaware corporation with a business address of 28 Executive Park, Suite 200, Irvine, California 92614 ("Assignee").

1.0 Background.

1.1 Assignor and Assignee have entered into that certain Intellectual Property Assignment Agreement, dated as of June 12, 2009 (the "Agreement"). Subject to the terms and conditions of the Agreement, Assignor wishes to assign the Trademarks (as defined below) to Assignee.

2.0 Assignment.

2.1 In consideration of and exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, sells, transfers and sets over unto Assignee its entire right, title and interest in and to the trademarks set forth on Exhibit A attached hereto, including without limitation all common-law rights, throughout the world, together with the associated goodwill (the "Trademarks"), and all income, royalties, damages and payments now or hereafter due or payable with respect thereto in and to all causes of action (either in law or in equity) and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

2.2 Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to said Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

3.0 Miscellaneous.

3.1 This Assignment shall be governed by, and construed and enforced in accordance with the laws of the State of California and the federal laws of the United States, without reference to principles of conflicts of law that might cause the laws of any other jurisdiction to apply.

[Signature Page Follows]

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IN WITNESS WHEREOF, the undersigned, being the duly authorized representative of the Assignor, has executed this Assignment below effective as of the Effective Date.

Praise Coffee, Inc. (formerly, Coffee People, Inc.)

By: 

Name: Sean M. McCarthy
Title: Chief Financial Officer,
Secretary & Treasurer

SIGNATURE PAGE TO
PRAISE COFFEE, INC.
TRADEMARK ASSIGNMENT

TRADEMARK
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EXHIBIT A

TRADEMARKS

Mark	Application/Registration Number	Country
BLACK TIGER	TMA503242	Canada
BLACK TIGER & Design	TMA481435	Canada
COFFEE PEOPLE	TMA481623	Canada
Coffee People Faces Design	TMA481621	Canada
BLACK TIGER	1,640,694	U.S.
BLACK TIGER & Design	1,809,442	U.S.
COFFEE PEOPLE	1,883,745	U.S.
COFFEE PEOPLE	1,793,115	U.S.
Cup Design	1,808,232	U.S.
MOTOR MOKA	1,796,594	U.S.