

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|---------------------------------|----------|----------------|-----------------------|
| P.F. Chang's China Bistro, Inc. | | 01/04/2010 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|----------------------------|
| Name: | Pei Wei Asian Diner, Inc. |
| Street Address: | 7676 E. Pinnacle Peak Road |
| City: | Scottsdale |
| State/Country: | ARIZONA |
| Postal Code: | 85255 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 11

| Property Type | Number | Word Mark |
|----------------------|----------|---|
| Serial Number: | 77865008 | ACKNOWLEDGE THE CRAVING |
| Registration Number: | 3241722 | PEI WEI ASIAN DINER |
| Registration Number: | 3005828 | PEI WEI ASIAN DINER |
| Serial Number: | 77301048 | PEI WEI |
| Serial Number: | 77301041 | PEI WEI |
| Registration Number: | 3546588 | EAST OF USUAL |
| Registration Number: | 3429279 | PEI WEI ASIAN DINER PEI WEI ASIAN DINER |
| Registration Number: | 3411637 | PEI WEI |
| Registration Number: | 2541654 | |
| Registration Number: | 2632664 | PEI WEI ASIAN DINER |
| Registration Number: | 2598916 | PEI WEI |

CORRESPONDENCE DATA

Fax Number: (480)888-3002
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

900151355

**TRADEMARK
 REEL: 004125 FRAME: 0253**

OP \$290.00 77865008

Phone: (480) 888-3246
Email: glen.honig@pfcbb.com
Correspondent Name: Glen A. Honig
Address Line 1: 7676 E. Pinnacle Peak Road
Address Line 4: Scottsdale, ARIZONA 85255

| | |
|--------------------|-----------------|
| NAME OF SUBMITTER: | Glen A. Honig |
| Signature: | /Glen A. Honig/ |
| Date: | 01/06/2010 |

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This assignment is effective as of January 4, 2010 and is entered into by and between P.F. Chang's China Bistro, Inc., a Delaware corporation, doing business at 7676 E. Pinnacle Peak Road, Scottsdale, Arizona 85255 ("Assignor") and Pei Wei Asian Diner, Inc., a Delaware corporation, doing business at 7676 East Pinnacle Peak Road, Scottsdale, Arizona ("Assignee").

WHEREAS, Assignor owns the trademark registrations listed below (the "Marks");

WHEREAS, Assignee wishes to acquire whatever rights Assignor may possess in the Marks;


NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor agrees to and hereby irrevocably assigns to Assignee any and all right, title and interest in the Marks, together with any goodwill of the business symbolized by the Marks.

Marks

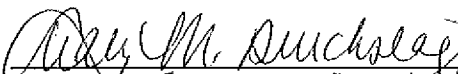
| Trademark | Country | Reg./ Serial No. | Status |
|-------------------------|---------------|------------------|------------|
| Acknowledge the Craving | United States | 77865008 | Pending |
| Pei Wei Asian Diner | United States | 3241722 | Registered |
| Pei Wei Asian Diner | United States | 3005828 | Registered |
| Pei Wei | United States | 77301048 | Pending |
| Pei Wei | United States | 77301041 | Pending |
| East of Usual | United States | 3546588 | Registered |
| Pei Wei Asian Diner | United States | 3429279 | Registered |
| Pei Wei | United States | 3411637 | Registered |
| Noodle Man Design | United States | 2541654 | Registered |
| Pei Wei Asian Diner | United States | 2632664 | Registered |
| Pei Wei | United States | 2598916 | Registered |
| Pei Wei Asian Diner | Canada | 1434168 | Pending |
| Pei Wei | Canada | 1235269 | Pending |
| Pei Wei Asian Diner | Canada | 1235270 | Pending |
| Pei Wei | Canada | 1392883 | Pending |

IN WITNESS WHEREOF and intended to be legally bound by, the parties have hereunder set their hands, the day and year first written above.

P.F. Chang's China Bistro, Inc ("Assignor")

By 
Name: Tracy M. Durchslag
Title: CEO/Secretary

Pei Wei Asian Diner, Inc ("Assignee")

By 
Name: Tracy M. Durchslag
Title: CEO/Secretary