

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pei Wei Asian Diner, Inc.		01/05/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	P.F. Chang's China Bistro, Inc.		
<b>Street Address:</b>	7676 E. Pinnacle Peak Road		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85255		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77865008	ACKNOWLEDGE THE CRAVING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(480)888-3002		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	(480) 888-3246		
<b>Email:</b>	glen.honig@pfc.com		
<b>Correspondent Name:</b>	Glen A. Honig		
<b>Address Line 1:</b>	7676 E. Pinnacle Peak Road		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85255		
<b>NAME OF SUBMITTER:</b>		Glen A. Honig	
<b>Signature:</b>		/Glen A. Honig/	
<b>Date:</b>		01/13/2010	
<b>Total Attachments: 1</b> source=Assignment ATC PW - PFC#page1.tif			

OP \$40.00 77865008

## TRADEMARK ASSIGNMENT

This assignment is effective as of January 5, 2010 and is entered into by and between Pei Wei Asian Diner, Inc., a Delaware corporation, doing business at 7676 E. Pinnacle Peak Road, Scottsdale, Arizona 85255 ("Assignor") and, P.F. Chang's China Bistro, 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

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

Pei Wei Asian Diner, Inc. ("Assignor")

By Tracy M. Durdzslag  
Name: Tracy M. Durdzslag  
Title: Secretary / Chief Legal Officer

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

By Tracy M. Durdzslag  
Name: Tracy M. Durdzslag  
Title: Secretary / Chief Legal Officer