

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
RDG Chicago Trademark Co.		01/15/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Concepts Trademark, Inc.		
Street Address:	1840 Pickwick Avenue		
City:	Glenview		
State/Country:	ILLINOIS		
Postal Code:	60026		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2806429	BLUEPOINT	
CORRESPONDENCE DATA			
Fax Number:	(312)759-5646		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-357-1313		
Email:	mvallone@btlaw.com		
Correspondent Name:	Barnes & Thornburg LLP		
Address Line 1:	P.O. Box 2786		
Address Line 4:	Chicago, ILLINOIS 60690-2786		
ATTORNEY DOCKET NUMBER:	48646-120004		
NAME OF SUBMITTER:	Melissa A. Vallone		
Signature:	/mvallone/		
Date:	01/15/2010		

CH \$40.00 2806429

Total Attachments: 1


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ASSIGNMENT

For the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, RDG Chicago Trademark Co. ("RDG") hereby assigns to Concepts Trademark, Inc. ("CTI") RDG's entire right, title and interest in and to the trademark BLUEPOINT in connection with restaurant and tavern services and U.S. trademark registration No. 2,806,429 associated therewith, together with all common law rights related thereto, with the goodwill of the business in which the mark is intended to be used, and with all claims for damages by reason of infringement, with the right to sue for and collect the same for its own use and on behalf and for the use of its successors and assigns. RDG expressly acknowledges that any and all intellectual property rights relating to the "Bluepoint" restaurant concept employed and/or utilized by or through CTI, including but not limited to all trademarks, copyrights and trade dress rights and goodwill associated therewith relating to such restaurant concept, is owned by CTI.

Dated: January 15, 2010.

RDG Chicago Trademark Co.

By: 
Name: Roger Greenfield
Title: President
Date: 1/15/2010