

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
SHIBLEY MANAGEMENT, INC.		02/12/2010	COMPANY: OHIO
RECEIVING PARTY DATA			
Name:	THE TREADSTONE GROUP, INC.		
Street Address:	3272 LAKESHORE ROAD SOUTH		
City:	DENVER		
State/Country:	NORTH CAROLINA		
Postal Code:	28037		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78750814	SO GOOD	
CORRESPONDENCE DATA			
Fax Number:	(972)338-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	972-338-8163		
Email:	trademarks@yum.com		
Correspondent Name:	Philip Davison		
Address Line 1:	14841 N. Dallas Parkway		
Address Line 2:	Legal-Trademarks		
Address Line 4:	Dallas, TEXAS 75254		
ATTORNEY DOCKET NUMBER:	TM60183		
NAME OF SUBMITTER:	PHILIP DAVISON		
Signature:	/Philip Davison/		
Date:	03/04/2010		

CH \$40.00 78750814

Total Attachments: 1

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TRADEMARK
REEL: 004161 FRAME: 0076

EXHIBIT A

TRADEMARK ASSIGNMENT

WHEREAS Shibley Management, Inc., an Ohio Company, with a principal business address at 30 N. Main Street, Chagrin Falls, OH 44022 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 3243849 for SO GOOD ("Trademark"); and

WHEREAS The Treadstone Group, Inc., a North Carolina corporation with offices at 3272 Lakeshore Road South, Denver, North Carolina, 28037 USA (hereinafter "Assignee"), as agent for an undisclosed principal, is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, and 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, including any and all common law 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.

RDB

This agreement is effective as of the 12 day of February, 2010.

Shibley Management, Inc. (Seller)

The Treadstone Group Inc. (Buyer)

BY: Arthur Shibley

BY: Ross D. Bulla

Name: Arthur Shibley

Name: Ross Bulla

Title: V.P.

Title: President

Date: 2/12/2010

Date: 2/15/10

Lawrence Shibley Pres.