

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
THE TREADSTONE GROUP, INC.		02/26/2010	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	KFC CORPORATION		
Street Address:	1441 Gardiner Lane		
Internal Address:	Legal-Trademarks		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40213		
Entity Type:	CORPORATION: DELAWARE		
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		
Address Line 1:	14841 N. Dallas Parkway		
Address Line 4:	Dallas, TEXAS 75254		
ATTORNEY DOCKET NUMBER:	TM60183		
NAME OF SUBMITTER:	PHILIP DAVISON		
Signature:	/Philip Davison/		

CH \$40.00 78750814

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**TRADEMARK
 REEL: 004161 FRAME: 0091**

Date:

03/04/2010

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS The Treadstone Group, Inc., a North Carolina corporation with offices at 3272 Lakeshore Road South, Denver, North Carolina, 28037 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 3243849 for SO GOOD ("Trademark"); and

WHEREAS KFC Corporation, a Delaware corporation with offices at 1441 Gardiner Lane, Louisville, Kentucky, 40213 USA (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to such Trademark, the goodwill symbolized thereby as well as the right to sue for past and present infringements thereof.

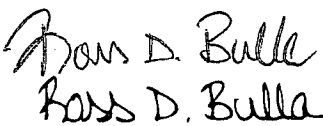
NOW THEREFORE IT IS AGREED AS FOLLOWS

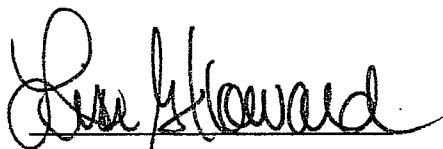
For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of the 26th day of February, 2010.

The Treadstone Group, Inc. (Seller)

KFC Corporation (Buyer)

By: 
Ross D. Bulla

By: 

Name: Ross Bulla

Name: Lisa Howard

Title: President

Title: Assistant Secretary

Date: February 26, 2010 ^{RDB}

Date: March 1, 2010