

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/10/2009		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Race Rock International, Inc.		02/25/2010	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	Andrew E. Newman		
Street Address:	8000 Maryland		
Internal Address:	Suite 375		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63105		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2060011	THE TASTE OF VICTORY	
CORRESPONDENCE DATA			
Fax Number:	(314)480-1505		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314.480.1500		
Email:	pto-cl@huschblackwell.com		
Correspondent Name:	Husch Blackwell Sanders LLP		
Address Line 1:	190 Carondelet Plaza		
Address Line 2:	Suite 600		
Address Line 4:	St. Louis, MISSOURI 63105		
ATTORNEY DOCKET NUMBER:	55371.15		
NAME OF SUBMITTER:	Arkadia DeLay		

OP \$40.00 2060011

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**TRADEMARK
 REEL: 004170 FRAME: 0095**

Signature:	/Arkadia DeLay/
Date:	03/18/2010
Total Attachments: 1 source=Assignment#page 1.tif	

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into *nunc pro tunc* as of February 10, 2009, by and among Race Rock International, Inc., a Missouri Corporation, having an address at 8000 Maryland, Ste. 375, St. Louis, MO 63105 ("Assignor"), and Andrew E. Newman, an individual having an address at 8000 Maryland, Ste. 375, St. Louis, MO 63105 ("Assignee"). This Assignment serves to confirm and memorialize the parties understanding concerning ownership of the Mark as defined herein.

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the trademark THE TASTE OF VICTORY and the goodwill associated therewith for restaurant and bar services and food products, and U.S. Reg. No. 2060011 therefor covering restaurant and bar services, (collectively the "Mark");

WHEREAS, Assignor wishes to assign the entire rights, title and interest in and to the Mark and the goodwill associated with such Mark, to Assignee and Assignee desires to assume the Mark and the goodwill associated therewith;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Mark, together with the goodwill associated therewith, and Reg. No. 2060011 therefor, including the right to sue for past infringement thereof.
2. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

RACE ROCK INTERNATIONAL, INC.

By: Andrew E. Newman
Name: ANDREW E. NEWMAN
Title: CHAIRMAN & CEO

ASSIGNEE:

ANDREW E. NEWMAN

By: Andrew E. Newman
Name: ANDREW E. NEWMAN