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original documents or the new address(es) below.

1. Name of conveying party(ies):

Big Boy Restaurants International, LLC

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company of Michigan

Citizenship (see guidelines)

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance/Execution Date(s):

Execution Date: March 31, 2010

- Assignment, Merger, Security Agreement, Change of Name, Other

2. Name and address of receiving party(ies):

Additional names, addresses, or citizenship attached? Yes No

Name: LBV, LLC

Internal Address:

Street Address: 4199 Marcy

City: Warren

State: Michigan

Country: US ZIP: 48091

- Association, General Partnership, Limited Partnership, Corporation, Other Limited Liability Company of Michigan

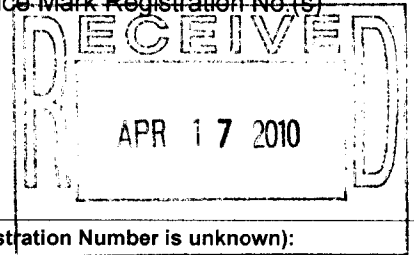
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

4. Application number(s) or registration numbers(s) and identification or description of the Trademark/Service Mark:

A. Trademark / Service Mark Application No.(s)

76/701,895

B. Trademark / Service Mark Registration No.(s)



Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s)/Service Mark(s) (and Filing Date if Application or Registration Number is unknown):

Mark: @BURGER

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Michael T. Raggio

Internal Address: Raggio & Dinnin, P.C.

Street Address: 2701 Cambridge Court, Ste. 410

City: Auburn Hills

State: MI Zip: 48326

Phone Number: (248) 364-2100

Fax Number: (248) 364-2200

Email Address: raggiodinnin@aol.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card, Authorized to be charged to deposit account, Enclosed

8. Payment Information: 04/20/2010 DBYRNE 00000001 76701895

a. Credit Card # 01 FC 1021 4 Numbers Expiration Date 40.00 DP

b. Deposit Account Number 04-1131 Authorized User Name Raggio & Dinnin, P.C.

9. Signature:

Handwritten signature of Michael T. Raggio

April 16, 2010

Date

Michael T. Raggio Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

4/17/10

## ASSIGNMENT

Big Boy Restaurants International, LLC, a Michigan Limited Liability Company, [hereinafter referred to as "ASSIGNOR"], having a place of business at One Big Boy Drive, Warren, Michigan 48091, USA is the owner of the entire right, title, interest and goodwill in and to the following trademark application:

Serial No. 76/701,895

Mark: @BURGER

[hereinafter referred to as the "TRADEMARK APPLICATION"]

and whereas,

LBV, LLC (a Michigan Limited Liability Company)

4199 Marcy

Warren, Michigan 48091

is desirous of acquiring an interest in said TRADEMARK APPLICATION identified above;

and whereas,

NOW THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt whereof is hereby acknowledged, ASSIGNOR by this document does hereby sell, assign, and transfer to the ASSIGNEE, and ASSIGNEE'S successors in interest, all right, title, interest and goodwill in and to said TRADEMARK APPLICATION and all registrations to issue therefrom, for the United States of America, and for all foreign countries, and including all rights for past infringements of said TRADEMARK APPLICATION, and all rights for recovery with respect to any infringements of said TRADEMARK APPLICATION and all registrations to issue therefrom, with the rights and interest granted herein to be held and enjoyed by the ASSIGNEE for the full term of which said TRADEMARK APPLICATION and all registrations to issue therefrom, is granted, including any renewals and/or extensions thereof, as fully and entirely as the same would have been held

by ASSIGNOR had this assignment and sale not been made; and ASSIGNOR hereby covenants and agrees to execute all instruments or documents required or requested for purpose of protecting title to said TRADEMARK APPLICATION and all registrations to issue therefrom, for the benefit of the ASSIGNEE, without further or other compensation than that set forth above.

Approved & Agreed to:

ASSIGNOR

By:  \_\_\_\_\_  
Its Corporate Officer

Printed Name: Jennifer A. Bourgoïn

Title: Vice President and General Counsel

Date: March 31, 2010