

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 HBH Franchise Company, LLC	FORMERLY The HBH of Georgia Franchise Company, LLC	05/27/2010	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	The Original Honey Baked Ham Co. of Georgia, Inc.		
Street Address:	5445 Triangle Parkway		
Internal Address:	Suite 400		
City:	Norcross		
State/Country:	GEORGIA		
Postal Code:	30092		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1601136	HICKORY HAMS HONEY GLAZED AND SPIRAL SLICED CAFE DELI	
CORRESPONDENCE DATA			
Fax Number:	(404)522-0607		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-614-8105		
Email:	wme@cmamlaw.com		
Correspondent Name:	William M. Ellard		
Address Line 1:	191 Peachtree Street N.E.		
Address Line 2:	Suite 4500		
Address Line 4:	Atlanta, GEORGIA 30303		
ATTORNEY DOCKET NUMBER:	39-1 HICKORY ASGN TO HBHG		
NAME OF SUBMITTER:	William M. Ellard		

OP \$40.00 1601136

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**TRADEMARK
 REEL: 004218 FRAME: 0329**

Signature:	/wme/
Date:	06/04/2010
Total Attachments: 1 source=Assignment of Mark (Hickory Hams and design) (00150665)#page1.tif	

Assignment of Trademark

The HBH Franchise Company, LLC (formerly known as The HBH of Georgia Franchise Company, LLC), a Georgia limited liability company, having a business address of 5445 Triangle Parkway, Suite 400, Norcross, Georgia 30092 ("Assignor"), has used the trademark identified in the table below (the "Mark") in interstate commerce and has a registration of the Mark on the principal register of the United States Patent and Trademark Office, which registration is identified in the table below.

Mark	Register	Registration Number	Registration Date
HICKORY HAMS HONEY GLAZED AND SPIRAL SLICED CAFE DELI (and design) (see image below this table)	Principal	1601136	6/12/1990



The Original Honey Baked Ham Co. of Georgia, Inc., a Georgia corporation, having a business address of 5445 Triangle Parkway, Suite 400, Norcross, Georgia 30092 ("Assignee"), has acquired the business or portion thereof to which the Mark pertains.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has assigned and hereby assigns to Assignee all right, title, and interest that Assignor may have in and to the Mark for the United States of America and throughout the world (including the above-identified registration of the Mark), together with the good will of the business connected with the use of and symbolized by the Mark.

Executed effective as of 5/27/2010.

ASSIGNOR:

THE HBH FRANCHISE COMPANY, LLC
(formerly known as The HBH of Georgia Franchise Company, LLC)

By: *Charles A. Bengochea*
Charles A. Bengochea, CEO

State of Georgia, County of Gwinnett

On 5/27/2010, 2010, before me, a notary public, appeared Charles A. Bengochea, who acknowledged that he signed this instrument on behalf of the identified entity and authority to do so.

