

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
Taco Bell Corp.		06/17/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Taco Bell Foundation		
Street Address:	1 Glen Bell Way		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	non-profit corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3676439		
CORRESPONDENCE DATA			
Fax Number:	(972)338-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9723387862		
Email:	trina.brainard@yum.com		
Correspondent Name:	Trina Marie Brainard		
Address Line 1:	14841 N. Dallas Parkway		
Address Line 4:	Dallas, TEXAS 75254		
ATTORNEY DOCKET NUMBER:	TM60115		
NAME OF SUBMITTER:	Lisa G. Howard		
Signature:	/Lisa G. Howard/		
Date:	06/22/2010		

CH \$40.00 3676439

Total Attachments: 1
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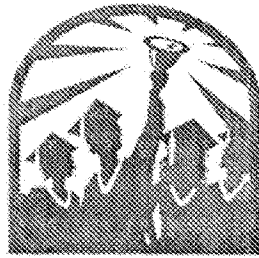
WHEREAS, Taco Bell Corp., a California corporation, having a mailing address of 1 Glen Bell Way, Irvine, California 92618 (hereinafter referred to as "Assignor") is the owner of the following trademark registration:

Registration No.

Mark

3,676,439

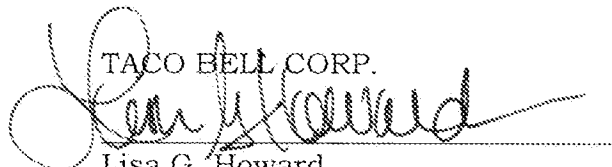
Miscellaneous Design



WHEREAS, Taco Bell Foundation, a California non-profit corporation, having a mailing address of 1 Glen Bell Way, Irvine, California 92618 (hereinafter referred to as "Assignee") is desirous of acquiring Assignor's rights in such mark, including the registration therefor.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all right, title, and interest in and to such trademark, and the above referenced trademark registration, together with the goodwill of the business symbolized by the mark.

Date this 17th day of June, 2010.

TACO BELL CORP.

Lisa G. Howard
Assistant Secretary