

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BTMU Capital Corporation		07/27/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	GAC Franchise Brands, LLC
Street Address:	1330 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	1327276	DOUBLE DOOZIE
Registration Number:	2032657	GREAT AMERICAN COOKIES
Registration Number:	1657698	GREAT AMERICAN COOKIE CO.
Registration Number:	2156881	GREAT AMERICAN COOKIES
Registration Number:	2156947	SHARE THE FUN OF COOKIES
Registration Number:	2281010	GREAT AMERICAN COOKIES
Registration Number:	3219534	GREAT AMERICAN COOKIES
Registration Number:	3266013	YOUR TOOLS FOR SUCCESS

CORRESPONDENCE DATA

Fax Number: (734)418-4279
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 734 418-4278
 Email: tmdocketing@honigman.com
 Correspondent Name: Jennifer Sheehan Anderson
 Address Line 1: 38500 Woodward Ave., Suite 100

CH \$215.00 1327276

900168220

**TRADEMARK
 REEL: 004251 FRAME: 0255**

Address Line 4: Bloomfield Hills, MICHIGAN 48304

ATTORNEY DOCKET NUMBER: 225828-131837 GAC REL

NAME OF SUBMITTER: Jennifer Sheehan Anderson

Signature: /Jennifer Sheehan Anderson/

Date: 07/30/2010

Total Attachments: 6
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RELEASE OF TRADEMARK SECURITY INTEREST

This **RELEASE OF TRADEMARK SECURITY INTEREST** (the "Release") is executed this 27 day of July, 2010 by BTMU Capital Corporation ("Secured Party").


Secured Party entered into an Amended and Restated Security Agreement and an Amended and Restated Security Agreement Supplement, each dated August 15, 2008 (collectively, the "Security Agreement") with GAC Franchise Brands, LLC ("Owner"), a Delaware limited liability company.

In connection with the Security Agreement, Secured Party was granted a security interest in Owner's trademarks, tradenames, and designs (the "Trademarks"), in each case, as set forth on Schedule IIA and Schedule IIB to the Security Agreement and the attached Schedule A hereto.

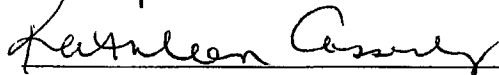
Owner filed with the United States Patent and Trademark Office a Confirmation of Security Interest in U.S. Trademarks date January 29, 2008 (the "U.S. Trademark Security Agreement") pursuant to which Secured Party confirmed its security interest in and to Owner's U.S. trademarks, tradenames, and designs (the "U.S. Trademarks"), in each case, as set forth on Exhibit A to the U.S. Trademark Security Agreement and the attached Schedule B hereto. The Trademark Security Agreement was recorded in the U.S. Patent and Trademark Office on January 31, 2008, at reel/frame 3708/0371.

NOW THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which are acknowledged, Secured Party hereby releases and forever discharges any and all liens, security interests, titles, assignments, and other rights against the Trademarks, arising pursuant to or otherwise evidenced by the Security Agreement, U.S. Trademark Security Agreement, and any other Transaction Document (as defined in the Security Agreement), and hereby reconveys, reassigns, transfers and delivers to the Owner all rights with respect to the Trademarks, and any and all other rights, titles, and interests heretofore assigned and transferred unto the Secured Party pursuant to the Security Agreement and, to the extent relating to the Trademarks, pursuant to any other Transaction Document. This Release shall be binding upon Secured Party and Secured Party's successors and assigns and shall inure to the benefit of Owner and Owner's successors and assigns, and any present or future owner of any interest in the Trademarks.

BTMU CAPITAL CORPORATION

By: 
Name: Katherine M. McCabe
Title: Executive Vice President

This instrument was executed and acknowledged before me on this 27th day of July, 2010.


Notary Public
My commission expires: August 5, 2016

(SEAL)

SCHEDULE A

SCHEDULE IIA TO SECURITY AGREEMENT SUPPLEMENT

REGISTERED TRADE NAMES, TRADEMARKS AND SERVICE MARKS

MARK	Country	Serial No.	Filed	Reg. No.	Reg. Date	STATUS	OWNER	Company	REG. NO.
NKY	UNITED STATES	75/481,727	5/8/1998	2,230,857	3/9/1999	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000011
NKY DOOZIE	UNITED STATES	75/483,389	5/9/1998	2,230,866	3/9/1999	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000012
DOUBLE DOOZIE	UNITED STATES	73/452,846	11/14/1983	1,327,276	3/26/1985	REGISTERED	Original Great American Chocolate Chip Cookie Company	Great American Cookie Company Franchising, LLC	0073871-000006
REAT AMERICAN DOOKIE CO.	UNITED STATES	73/782,173	2/21/1989	1,657,698	9/17/1991	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000004
REAT AMERICAN DOOKIE COMPANY	SINGAPORE	S/13032/96	12/4/1996	T96/13031B	12/4/1996	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000017
REAT AMERICAN DOOKIE COMPANY	SINGAPORE	S/13032/96	12/4/1996	T96/13032I	12/4/1996	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000016
REAT AMERICAN DOOKIES	UNITED STATES	74/574,483	9/16/1994	2,032,657	1/21/1997	REGISTERED	Great American Cookie Company Franchise, LLC	Great American Cookie Company Franchising, LLC	0073871-000005
REAT AMERICAN DOOKIES	UNITED STATES	75/300,191	5/29/1997	2,156,881	5/12/1998	REGISTERED	Great American Cookie Company Franchise, LLC	Great American Cookie Company Franchising, LLC	0073871-000010
REAT AMERICAN DOOKIES	UNITED STATES	78/747,039	11/4/2005	3,401,763	3/25/2008	REGISTERED	Great American Cookie Company Franchise, LLC	Great American Cookie Company Franchising, LLC	0073871-000013
REAT AMERICAN DOOKIES	UNITED STATES	75/481,730	5/8/1998	2,281,010	9/28/1999	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000018
REAT AMERICAN DOOKIES and Design (Cookie Mascot)	UNITED STATES	78/702,332	8/29/2005	3,260,134	7/10/2007	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000014
REAT AMERICAN DOOKIES AND DESIGN (Cookie ascot)	UNITED STATES	78/702,346	8/29/2005	3,219,534	3/20/2007	REGISTERED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871-000015

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ARE THE FUN OF DOKIES	UNITED STATES	75/308,537	6/13/1997	2,156,947	5/12/1998	REGISTERED	Franchising, LLC Great American Cookie Company Franchising, LLC	Franchising, LLC Great American Cookie Company Franchising, LLC	0073871- 000009
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SCHEDULE IIB TO SECURITY AGREEMENT SUPPLEMENT


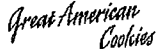



UNREGISTERED TRADE NAMES, TRADEMARKS AND SERVICE MARKS

TRADE MARK	COUNTRY	APPNO	FILED	REG NO	REG DATE	STATUS	OWNER	CLIENT	BIRREF
CHOCOLATE CHIP COOKIE COMPANY & SIGN	UNITED STATES	73/266,887	6/17/1980	1,462,320	10/20/1987	ABANDONED	Original Great American Chocolate Chip Cookie Company	Great American Cookie Company Franchising, LLC	0073871- 000003
GREAT AMERICAN COOKIE COMPANY & SIGN	UNITED STATES	75/300,190	5/29/1997	2,156,880	5/12/1998	ABANDONED	Great American Cookie Company Franchising, LLC	Great American Cookie Company Franchising, LLC	0073871- 000007
ACADAMIA!!! THE TROPICAL TASTE OF ACADAMIA NUTS & COCONUT IN EVERY TE	UNITED STATES	73/610,358	7/21/1986	1,439,376	5/12/1987	ABANDONED	Original Great American Chocolate Chip Cookie Company	Great American Cookie Company Franchising, LLC	0073871- 000002
GREAT AMERICAN COOKIES	CANADA	1,392,661	4/23/2008			PENDING	Great American Cookie Franchise Brands, LLC	Great American Cookie Company Franchising, LLC	0073871- 000022
GREAT AMERICAN COOKIES AND DESIGN	CANADA	1,392,660	4/23/2008			PENDING	Great American Cookie Franchise Brands, LLC	Great American Cookie Company Franchising, LLC	0073871- 000021

TRADEMARK

REEL: 004251 FRAME: 0261

**SCHEDULE B
U.S. Trademarks**

Mark	App. No. Filing Date	Reg. No. Reg. Date
DOUBLE DOOZIE	73452846 Nov 14, 1983	1327276 Mar 26, 1985
GREAT AMERICAN COOKIE CO. (Stylized) 	73782173 Feb 21, 1989	1657698 Sep 17, 1991
GREAT AMERICAN COOKIES	74574483 Sep 16, 1994	2032657 Jan 21, 1997
GREAT AMERICAN COOKIES & Design 	75300191 May 29, 1997	2156881 May 12, 1998
SHARE THE FUN OF COOKIES	75308537 Jun 13, 1997	2156947 May 12, 1998
GREAT AMERICAN COOKIES & Design 	75481730 May 8, 1998	2281010 Sep 28, 1999
GREAT AMERICAN COOKIES & Design 	78702346 Aug 29, 2005	3219534 Mar 20, 2007
GREAT AMERICAN COOKIES & Design 	78702332 Aug 29, 2005	3260134 Jul 10, 2007