

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Michael D. Farr		08/05/2010
			<b>Entity Type</b>
			INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Farr's Fresh, Inc.		
<b>Street Address:</b>	2575 South 300 West		
<b>City:</b>	Salt Lake City		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84115		
<b>Entity Type:</b>	CORPORATION: UTAH		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Serial Number:	77766514	FARR'S FRESH ICE CREAM & FROZEN YOGURT CAFE
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(801)531-1929		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	801-994-4646		
<b>Email:</b>	doCKET@kUNZLERIP.COM		
<b>Correspondent Name:</b>	Kunzler Needham Massey & Thorpe		
<b>Address Line 1:</b>	8 East Broadway, Suite 600		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>ATTORNEY DOCKET NUMBER:</b>	2628.3.3		
<b>NAME OF SUBMITTER:</b>	Brian C. Kunzler		
<b>Signature:</b>	/Brian C. Kunzler/		
<b>Date:</b>	08/05/2010		

OP \$40.00 77766514

Total Attachments: 1  
source=2628.3.3\_Assignment#page 1.tif

**TRADEMARK**  
**REEL: 004255 FRAME: 0526**

**ASSIGNMENT**

**OF**

**Farr's Fresh Ice Cream & Frozen Yogurt Café (stylized and/or with design mark Farr's Fresh Logo)**  
**TRADEMARK APPLICATION**


Whereas, Farr's Fresh, Inc., a Corporation of Utah, having a place of business at 2575 South 300 West, Salt Lake City, Utah 84115, desires to acquire the entire right, title and interest in the trademark application filed by Michael D. Farr, serial number 77/766514 and to all goodwill associated with the mark;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to Farr's Fresh, Inc., its successors and assigns, the entire right, title and interest in the Farr's Fresh Ice Cream & Frozen Yogurt Café (stylized and/or with design mark Farr's Fresh Logo) trademark application and all trademark rights associated with the mark.

Signed and sealed

CITY  
DATE

(1) at Salt Lake City  
on August 5, 2010

  
Michael D. Farr  
2575 South 300 West  
Salt Lake City, Utah 84115