

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
Earl of Sandwich (USA), LLC		10/01/2010	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Earl of Sandwich (FamilyCo) AG		
Street Address:	Bahnhofstrasse 8		
City:	klosters		
State/Country:	SWITZERLAND		
Postal Code:	CH-7250		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3688917	ORIGINAL.SIMPLE.WORTHY	
CORRESPONDENCE DATA			
Fax Number:	(407)352-7310		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(407) 903-5505		
Email:	mmcintosh@earlofsandwichusa.com		
Correspondent Name:	Earl of Sandwich (USA), LLC		
Address Line 1:	6052 Turkey Lake Road		
Address Line 4:	Orlando, FLORIDA 32819		
DOMESTIC REPRESENTATIVE			
Name:	Martha H. McIntosh		
Address Line 1:	6052 Turkey Lake Road		
Address Line 4:	Orlando, FLORIDA 32819		
NAME OF SUBMITTER:	Martha H. McIntosh		

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REEL: 004419 FRAME: 0920

Signature:	/Martha H. McIntosh/
Date:	11/22/2010
Total Attachments: 1 source=Notice of Assignment_Original.simple.worthy#page1.tif	

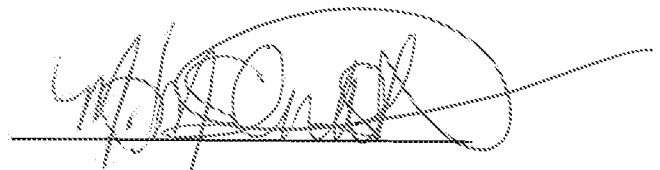
U.S. PATENT AND TRADEMARK OFFICE
OFFICE OF PUBLIC RECORDS
ASSIGNMENT DIVISION
ASSIGNMENT OF TRADEMARK

Whereas, Earl of Sandwich (USA), LLC of 6052 Turkey Lake Road, Orlando, Florida, 32819 has adopted, used and is using TM: ORIGINAL.SIMPLE.WORTHY (Word Mark) which is registered number 3688917, dated September 29, 2009.

Whereas, Earl of Sandwich (FamilyCo) AG of Bahnhofstrasse 8, CH-7250, Klosters, Switzerland is desirous of acquiring said registered trademark; Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, said Earl of Sandwich (USA), LLC does hereby assign to the said Earl of Sandwich (FamilyCo) AG all right, title, and interest in and the TM: ORIGINAL.SIMPLE.WORTHY (Word Mark) goodwill of the business symbolized thereby.

October 1, 2010

Date



Martha H. McIntosh
Vice President & General Counsel