

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
Julian's Cheesecakes Inc.		11/22/2010	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Laura Beth Trust, as Investment Trustee of the Subtrust FBO Laura Beth Trust Under Article Third of MTDT 2009 Descendants Trust		
Street Address:	39 Marshal Street		
City:	Brookline		
State/Country:	MASSACHUSETTS		
Postal Code:	02446		
Entity Type:	TRUST: MASSACHUSETTS		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3698523	FINAGLE A BAGEL	
Registration Number:	3515263	FINAGLE	
Registration Number:	2146117	FINAGLE A BAGEL	
Registration Number:	1913573	FINAGLE A BAGEL	
Registration Number:	2135648	THE ONE TO TOP.	
Registration Number:	3471513	GO BEYOND GOOD	
CORRESPONDENCE DATA			
Fax Number:	(617)790-3000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6177903323		
Email:	jmclean@bg-llp.com		
Correspondent Name:	Jeremy M. McLean		
Address Line 1:	125 Summer Street, Suite 1300		
Address Line 4:	Boston, MASSACHUSETTS 02110		

OP \$165.00 3698523

NAME OF SUBMITTER:	Jeremy M. McLean
Signature:	/Jeremy M. McLean/
Date:	11/23/2010
Total Attachments: 2 source=US Bill of Sale#page1.tif source=US Bill of Sale#page2.tif	

BILL OF SALE

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, **JULIAN'S CHEESECAKES INC.**, a Massachusetts corporation, with an address c/o Finagle a Bagel, 77 Rowe Street, Newton, Massachusetts 02446 ("Seller"), does hereby sell, transfer, assign, convey, and deliver to **LAURA BETH TRUST, as Investment Trustee of the Subtrust FBO Laura Beth Trust Under Article Third of MTDT 2009 Descendants Trust**, with an address of 39 Marshal Street, Brookline, Massachusetts 02446 ("Buyer"), all of Seller's right, title, and interest in and to those certain trademarks registered with the United States Patent and Trademark Office as Registration Numbers 3,698,523, 3,515,263, 2,146,117, 1,913,573, 2,135,648, and 3,471,513 regarding the trade names "Finagle a Bagel", "The One To Top", and "Go Beyond Good" and all designs associated therewith (collectively, the "**Purchased Assets**").

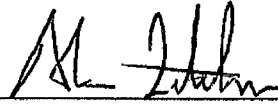
The Purchased Assets are being transferred to Buyer in "AS IS" and "WHERE IS" condition, without any express or implied representation, warranty, or guaranty of any kind, including, without limitation, any warranty as to merchantability or fitness for a particular purpose; provided, however, Seller hereby represents and warrants that Seller holds good and marketable title to the Purchased Assets, the Purchased Assets are free from all liens or encumbrances except for an existing non-exclusive license granted to SJB Bagel Makers of Boston, Inc., and Seller has good right to sell the Purchased Assets to Buyer.

[END OF PAGE – SIGNATURE TO FOLLOW]

EXECUTED as a sealed instrument as of November 22, 2010.

SELLER:

JULIAN'S CHEESECAKES INC., a
Massachusetts corporation

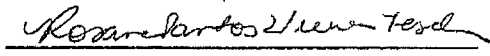
By: 
Alan Litchman, Treasurer

COMMONWEALTH OF MASSACHUSETTS

Norfolk, ss.

On this 22 day of November, 2010, before me, the undersigned notary public, personally appeared Alan Litchman, proved to me through satisfactory evidence of identification, which was Duvers license, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose as Treasurer of Julian's Cheesecakes Inc., a Massachusetts corporation.

[Affix Notarial Seal]


NOTARY PUBLIC

Printed Name: ROSANE S. TESCH
My Commission Expires: 6.1.2012

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