

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
BELLE TOUCHE, LLC		12/02/2010	LIMITED LIABILITY COMPANY: IOWA
RECEIVING PARTY DATA			
Name:	TWI FRANCHISING, INC.		
Street Address:	8402 S. 117th St. Suite 300		
City:	LaVista		
State/Country:	NEBRASKA		
Postal Code:	68128		
Entity Type:	CORPORATION: IOWA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2996728	THE LOOK. THE FEEL.	
CORRESPONDENCE DATA			
Fax Number:	(515)242-2488		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	515-242-2428		
Email:	rjohnson@brownwinick.com		
Correspondent Name:	G. Brian Pingel		
Address Line 1:	666 Grand Ave. - Suite 2000		
Address Line 2:	BrownWinick Law Firm		
Address Line 4:	Des Moines, IOWA 50309		
ATTORNEY DOCKET NUMBER:	14539/0030		
NAME OF SUBMITTER:	G. Brian Pingel		
Signature:	/G. Brian Pingel/		

CH \$40.00 2996728

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TRADEMARK
REEL: 004424 FRAME: 0075

Date:

12/02/2010

Total Attachments: 1

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ASSIGNMENT

WHEREAS, BELLE TOUCHE, LLC, an Iowa limited liability company, having its principal offices at 1772 Hamilton Blvd., Sioux City, Iowa 51103 has adopted and used and is the owner of the service mark "The Look, The Feel."

WHEREAS, TWI FRANCHISING, INC., an Iowa corporation, having its principal offices at 8402 S. 117th St. Suite 300, LaVista, Nebraska 68128, is desirous of acquiring said mark.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Belle Touche, LLC hereby assigns to TWI Franchising, Inc. all right, title and interest in the United States in and to said service mark together with the goodwill of the business symbolized by said service mark.

BELLE TOUCHE, LLC

By: [Signature]
Cheri Cosgrove, President

Date: 12-2-10

Iowa
STATE OF NEBRASKA)
) ss:
) ss:
COUNTY OF SARPY)

On this 2nd day of DECEMBER, 2010, before me, the undersigned, a Notary Public in and for the State of Iowa; personally appeared Cheri Cosgrove, to me known to be the person named in and who executed the foregoing instrument, and acknowledged that she executed the same as her voluntary act and deed.

[Signature]
Notary Public in and for said State

FRANK COSGROVE
Commission Number 131090
My Commission Expires
February 8, 20 11