

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TCF Assets Co. LLC		11/01/2010	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	TCF Co. LLC
Street Address:	26901 Malibu Hills Road
City:	Calabasas
State/Country:	CALIFORNIA
Postal Code:	91301
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 39

Property Type	Number	Word Mark
Registration Number:	3140582	6 CARB ORIGINAL CHEESECAKE
Registration Number:	2404937	AMERICA'S FINEST CHEESECAKE
Registration Number:	2842464	BUFFALO BLASTS
Registration Number:	2474606	CHOCOLATE MINT TRUFFLE
Registration Number:	2036710	CHOCOLATE RASPBERRY TRUFFLE
Registration Number:	3674832	CHOCOLATE TUXEDO CREAM
Registration Number:	3137318	DOUBLE STUFFED POTATO SPRING ROLLS
Registration Number:	2650244	EDGE OF THE PLATE
Registration Number:	3453461	GRAND LUX CAFE
Registration Number:	2383025	GRAND LUX CAFE
Registration Number:	2845132	GRAND LUX CAFE
Registration Number:	2393314	GRAND LUX CAFE
Registration Number:	2836742	GRAND LUX CAFE
Registration Number:	2407807	GREAT WORLD FOODS CLASSIC CREATIONS

TRADEMARK

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OP \$990.00 3140582

Registration Number:	3573180	ROCK SUGAR PAN ASIAN KITCHEN
Registration Number:	3806162	ROCKBITES
Registration Number:	3758042	ROCKSUGAR PAN ASIAN KITCHEN
Registration Number:	3790090	ROCKTAIL HOUR
Registration Number:	3790125	ROCKTAILS
Registration Number:	1549370	THE CHEESECAKE FACTORY
Registration Number:	1864786	THE CHEESECAKE FACTORY
Registration Number:	2253746	THE CHEESECAKE FACTORY
Registration Number:	2412280	THE CHEESECAKE FACTORY
Registration Number:	2421042	THE CHEESECAKE FACTORY
Registration Number:	1191891	THE CHEESECAKE FACTORY
Registration Number:	2431696	THE CHEESECAKE FACTORY
Registration Number:	2368776	THE CHEESECAKE FACTORY BAKERY
Registration Number:	2189465	THE CHEESECAKE FACTORY BAKERY CAFE
Registration Number:	2393311	THE CHEESECAKE FACTORY BAKERY CAFE
Registration Number:	2439508	THE CHEESECAKE FACTORY BAKERY CAFE
Registration Number:	2435549	THE CHEESECAKE FACTORY DELECTABLES
Registration Number:	2458443	THE CHEESECAKE FACTORY EXPRESS
Registration Number:	2393307	THE CHEESECAKE FACTORY EXPRESS
Registration Number:	2741019	THE DREAM FACTORY
Registration Number:	3607417	
Registration Number:	3226044	WHITE CHOCOLATE CARAMEL LATTE CHEESECAKE
Registration Number:	2028492	WHITE CHOCOLATE LEMON TRUFFLE
Registration Number:	1883744	WHITE CHOCOLATE RASPBERRY TRUFFLE
Registration Number:	2229150	

CORRESPONDENCE DATA

Fax Number: (949)224-6408
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 949 224 6291
Email: fbhatti@buchalter.com
Correspondent Name: Farah Bhatti of BUCHALTER NEMER
Address Line 1: 18400 Von Karman Ave., #800
Address Line 4: Irvine, CALIFORNIA 92612

NAME OF SUBMITTER:	Debby Zurzolo
Signature:	/Debby Zurzolo/

TRADEMARK

REEL: 004442 FRAME: 0209

Date:

12/29/2010

Total Attachments: 0

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