

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
Chocolate Celebrations, Inc.		12/29/2010	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	The Milk Shake Factory, LLC		
Street Address:	509 Cavitt Avenue		
City:	Trafford		
State/Country:	PENNSYLVANIA		
Postal Code:	15085		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85066510	THE MILK SHAKE FACTORY	
Registration Number:	3629391	THE MILK SHAKE FACTORY	
CORRESPONDENCE DATA			
Fax Number:	(202)776-4981		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(202) 776-2876		
Email:	trademark@dowlohnes.com		
Correspondent Name:	Suzanne M. Underwald		
Address Line 1:	1200 New Hampshire Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	01853.0002		
NAME OF SUBMITTER:	Suzanne M. Underwald		
Signature:	/Suzanne M. Underwald/		

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TRADEMARK
 REEL: 004445 FRAME: 0601

Date:

01/03/2011

Total Attachments: 1

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ASSIGNMENT

This Assignment Agreement ("Agreement") entered into by and between Chocolate Celebrations, Inc. ("Assignor"), a Pennsylvania corporation, located at 509 Cavitt Avenue, Trafford, PA 15085 and The Milk Shake Factory, LLC ("Assignee"), a Delaware limited liability company, located at 509 Cavitt Avenue, Trafford, PA 15085.

WHEREAS, Assignor is the owner of the following marks (the "Marks"), which are registered or pending in the United States Patent and Trademark Office:

REGISTERED MARK

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
THE MILK SHAKE FACTORY and DESIGN	3,629,391	June 2, 2009

PENDING APPLICATION

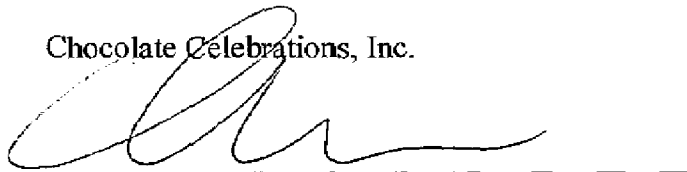
<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
THE MILK SHAKE FACTORY	85/066,510	June 18, 2010

WHEREAS, Assignee desires to acquire Assignor's right, title and interest in the Marks, the registration thereof, and the goodwill associated therewith, pursuant to this Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns all of Assignor's right, title, and interest in and to the Marks, including the registration thereof and the goodwill of the business symbolized thereby.

Signed this 29 day of December, 2010.

Chocolate Celebrations, Inc.



Name: CHRISTIAN EDWARDS

Title: CHIEF MARKETING OFFICER