# OP \$215.00 77773154

# TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/01/2010

### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
ICON LLC		101/26/2011	LIMITED LIABILITY COMPANY: ILLINOIS

### **RECEIVING PARTY DATA**

Name:	ICONcepts LLC
Street Address:	1901 1st Avenue S
City:	Seattle
State/Country:	WASHINGTON
Postal Code:	98134
Entity Type:	LIMITED LIABILITY COMPANY: WASHINGTON

### PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark	
Serial Number:	77773154	ICON	
Registration Number:	3094300	BLISSCOTTI	
Registration Number:	3200246	BLISSCOTTI THE COLD STANDARD BAKERY & CREAMERY	
Registration Number:	3328523	ICON	
Registration Number:	2472108	ICON	
Registration Number:	1887526	ICON ENTERTAINMENT	
Registration Number:	3240482	ICONCEPTS	
Registration Number:	3127939	THE COLD STANDARD	

# CORRESPONDENCE DATA

Fax Number: (312)222-0818

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 3122220800

TRADEMARK REEL: 004476 FRAME: 0204 Email: chiipdocket@michaelbest.com, dsternig@michaelbest.com

Correspondent Name: Larry L. Saret, Michael Best & Friedrich Address Line 1: 180 N. Stetson Avenue, Suite 2000

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	205306-0001	
NAME OF SUBMITTER:	Larry L. Saret	
Signature:	/larry l. saret/	
Date:	02/10/2011	

Total Attachments: 2

source=Assignment - fully executed - ICON LLC to ICONcepts LLC#page1.tif source=Assignment - fully executed - ICON LLC to ICONcepts LLC#page2.tif

TRADEMARK
REEL: 004476 FRAME: 0205

# **ASSIGNMENT**

WHEREAS, ICON LLC, an Illinois manager-managed series limited liability company doing business at 1901 1st Avenue S., Seattle, WA 98134 (hereinafter "Assignor") is listed in the U.S. Trademark Office as the owner of the trademarks and service marks listed on the attached Schedule A ("the Marks"); and

WHEREAS, ICONcepts LLC, a Washington limited liability company doing business at 1901 1st Avenue S., Seattle, WA 98134 (hereinafter "Assignee") is desirous of acquiring the Marks and the registrations therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor has assigned, and by these presents, does hereby assign unto Assignee all of its rights, title and interest, if any, in and to said Marks, together with the goodwill of the business symbolized by the Marks and the above-identified registrations of said Marks, effective nunc pro tunc as of October 1, 2010.

	ICON LLC
	By: Mill & Fan
	Name: Michael E. Fox
	Title: Member
<u>ACKNOWLEDGMENT</u>	Date: December 14, 2010-
	Journ 2011
State of Illinois )	,
) s	3.
County of Cook )	
	,
Subscribed and sworn to	before me this 14th day of January, 2011.
{seal}	// 2/2/5 ////
<b>,,,,,,</b>	until 1, Will
ANTIONETTE V JOHNSON	Notary Public
( OFFICIAL ) MY COMMISSION EXPIRES	<u>,</u>
APRIL 4, 2011	ICONcepts LL/C
······································	$\mathcal{A} \cap \mathcal{A}$
	By: (M) √·/)
	Name: Gerard Centioli
	Title: Manager
ACKNOWLEDGMENT	Date: December 26, 2010/1
	VANUARY
State of Washington )	. ( /
/ ) ss	S.
would (me)	
H BALA	
comm. Expressibled and sworn to	before me this day of, 20
MSTATIPL SI	
A DUBLIC	Notary Public

# SCHEDULE A

Country	.Mjaraki	Shijak	Ayuplication is o	Pragistication No.
Argentina	BLISSCOTTI	Registered	2633996	2154237
Canada	BLISSCOTTI	Registered	1267086	684259
Chile	BLISSCOTTI	Registered		752794
European Community	BLISSCOTTI	Registered	861778	861778
International Registration - Madrid Protocol Only	BLISSCOTTI	Registered	861778	861778
Mexico	BLISSCOTTI	Registered	737010	925746
Norway	BLISSCOTTI	Registered	861778	861778
US	BLISSCOTTI	Registered	78/508324	3094300
US	BLISSCOTTI THE COLD STANDARD BAKERY AND CREAMERY & DESIGN	Registered	76/657234	3200246
Canada	ICON	Registered	1073042	603259
US	ICON	Allowed	77/773154	
US	ICON	Registered	77/088304	3328523
US	ICON	Registered	75/662836	2472108
US	ICON ENTERTAINMENT AND DESIGN	Registered	74/481636	1887526
·US	ICONCEPTS	Registered	78/541689	3240482
US	THE COLD STANDARD	Registered	78/508318	3127939

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RECORDED: 02/10/2011

TRADEMARK REEL: 004476 FRAME: 0207