

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		01/26/2011	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

900184005

**TRADEMARK
 REEL: 004476 FRAME: 0204**

OP \$215.00 77773154

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

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SCHEDULE A

Country	Mark	Status	Application No.	Registration 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