

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
EARL OF SANDWICH (Holding), LLC		02/21/2008	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	EARL OF SANDWICH (FamilyCo) AG		
Street Address:	Bahnhofstrasse 8		
City:	Klosters		
State/Country:	SWITZERLAND		
Postal Code:	CH-7250		
Entity Type:	Swiss Corporation: SWITZERLAND		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3678455	EARL OF SANDWICH	
CORRESPONDENCE DATA			
Fax Number:	(314)667-3633		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-552-6000		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Thomas A. Polcyn		
Address Line 1:	One US Bank Plaza		
Address Line 2:	Thompson Coburn LLP		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	66094-94991		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

CH \$40.00 3678455

900184408

**TRADEMARK
 REEL: 004482 FRAME: 0225**

Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Thomas A. Polcyn

Signature:

/thomas a. polcyn/

Date:

02/15/2011

Total Attachments: 1

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U.S. PATENT AND TRADEMARK OFFICE
OFFICE OF PUBLIC RECORDS
ASSIGNMENT DIVISION

ASSIGNMENT OF TRADEMARK

Whereas Earl of Sandwich (Holding), LLC of 7598 W. Sand Lake Road, Orlando, Florida 32819 has adopted, used and is using TM: EARL OF SANDWICH (word mark) which is registered number 2172779, dated July 14, 1998.

Whereas, Earl of Sandwich (FamilyCo) AG of Bahnhofstrasse 8, CH-7250 Klosters, Switzerland is desirous of acquiring said registered trademark; Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, said Earl of Sandwich (Holding), LLC does hereby assign to the said Earl of Sandwich (FamilyCo) AG all right, title, and interest in and the TM: EARL OF SANDWICH (word mark) goodwill of the business symbolized thereby.

February 25, 2008

Date



Martha H. McIntosh
Vice President & General Counsel

RECORDED: 02/26/2008

RECORDED: 02/18/2011

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REEL: 003726 FRAME: 0422
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REEL: 004482 FRAME: 0227