

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wolfgang Puck		03/03/2011	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Wolfgang Puck Licensing LLC
<b>Street Address:</b>	3500 Las Vegas Blvd. South
<b>Internal Address:</b>	Suite G-1
<b>City:</b>	Las Vegas
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89109
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEVADA

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Registration Number:	3914260	WOLFGANG PUCK PIZZERIA & CUCINA
Registration Number:	3914257	WP 24 BY WOLFGANG PUCK
Registration Number:	3904996	REAL. DELICIOUS. BY WOLFGANG PUCK
Registration Number:	3881935	WOLFGANG PUCK
Registration Number:	3611814	PUCK'S
Registration Number:	3498670	WOLFGANG PUCK GRILLE
Registration Number:	3496734	SOLARO BY WOLFGANG PUCK
Registration Number:	3489098	WOLFGANG PUCK
Registration Number:	3386837	THE SOURCE BY WOLFGANG PUCK
Registration Number:	3216879	WOLFGANG PUCK GOURMET EXPRESS
Registration Number:	3213815	WOLFGANG PUCK AMERICAN GRILLE
Registration Number:	3188612	CUT BY WOLFGANG PUCK
Registration Number:	3185417	SIDEBAR

**CH \$515.00 3914260**

Registration Number:	3093736	WOLFGANG PUCK BAR & GRILL
Registration Number:	3010443	WOLFGANG PUCK
Registration Number:	3010431	WOLFGANG PUCK EXPRESS
Registration Number:	2601677	WOLFGANG PUCK
Registration Number:	2565443	WOLFGANG PUCK
Registration Number:	1901065	WOLFGANG PUCK
Registration Number:	1593275	WOLFGANG PUCK

**CORRESPONDENCE DATA**

Fax Number: (310)201-5219  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-201-5240  
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Correspondent Name: Joan Kupersmith Larkin  
Address Line 1: 2029 Century Park East  
Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	88706-000106
NAME OF SUBMITTER:	Joan Kupersmith Larkin
Signature:	/Joan Kupersmith Larkin/
Date:	03/08/2011

Total Attachments: 4  
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## ASSIGNMENT

This Assignment is made this 3 day of March, 2011, by Wolfgang Puck, an individual and citizen of the United States of America, Assignor, with business addresses at 11400 W. Olympic Blvd., Suite 330, Los Angeles, California 90064 and 100 N. Crescent Drive, Suite 100, Beverly Hills, California, 90210, to Wolfgang Puck Licensing LLC, a Nevada limited liability company, Assignee, having a business address at 3500 Las Vegas Blvd. South, Ste. G-1, Las Vegas, Nevada 89109.

WHEREAS, Assignor has adopted, used and is using through licensees, the trademarks set forth on the attached Schedule which are registered in the United States Patent and Trademark Office;


WHEREAS, Assignee, desires to acquire the entire right, title and interest in and to the above-identified marks and the registrations therefor, together with that part of the goodwill of the business symbolized by said marks;

NOW, THEREFORE, in consideration of the foregoing and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title and interest in and to the aforementioned marks and the registrations thereof, together with that part of the goodwill of the

business symbolized by said marks, and the right to sue in Assignee's own name for any causes or claims regarding the marks accrued to Assignor prior to the Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the 3 day of March, 2011.

Assignor

  
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Wolfgang Puck

Schedule

<u>Mark</u>	<u>Reg. No.</u>	<u>Class</u>	<u>Issue Date</u>
WOLFGANG PUCK PIZZERIA & CUCINA	3,914,260	43	February 1, 2011
WP 24 BY WOLFGANG PUCK AND DESIGN	3,914,257	43	February 1, 2011
REAL. DELICIOUS. BY WOLFGANG PUCK	3,904,996	43	January 11, 2011
WOLFGANG PUCK	3,881,935	33	November 30, 2010
PUCK'S	3,611,814	43	April 28, 2009
WOLFGANG PUCK GRILLE	3,498,670	43	September 9, 2008
SOLARO BY WOLFGANG PUCK	3,496,734	43	September 2, 2008
WOLFGANG PUCK	3,489,098	30	August 19, 2008
THE SOURCE BY WOLFGANG PUCK	3,386,837	43	February 19, 2008
WOLFGANG PUCK GOURMET EXPRESS	3,216,879	43	March 13, 2007

WOLFGANG PUCK AMERICAN GRILLE	3,213,815	43	February 27, 2007
CUT BY WOLFGANG PUCK	3,188,612	43	December 26, 2006
SIDEBAR	3,185,417	43	December 19, 2006
WOLFGANG PUCK BAR & GRILL	3,093,736	43	May 16, 2006
WOLFGANG PUCK	3,010,443	29	November 1, 2005
WOLFGANG PUCK EXPRESS	3,010,431	43	November 1, 2005
WOLFGANG PUCK	2,601,677	7, 8, 11, 21	July 30, 2002
WOLFGANG PUCK	2,565,443	29, 30	April 30, 2002
WOLFGANG PUCK	1,901,065	42	June 20, 1995
WOLFGANG PUCK	1,593,275	30	April 24, 1990