

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Made Rite Sandwich Company of Chattanooga, Inc.		03/02/2009	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The H. T. Hackney Co.		
<b>Street Address:</b>	502 S. Gay Street		
<b>Internal Address:</b>	300 Fidelity Building		
<b>City:</b>	Knoxville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37902		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3308268	GREAT AMERICAN DELI SINCE 1959	
<b>Registration Number:</b>	2950344	WIDE LOAD	
<b>Registration Number:</b>	2622127	CASA DEL TORO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(865)525-5293		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	whk@emlaw.com		
<b>Correspondent Name:</b>	William H. Kittrell, Esq.		
<b>Address Line 1:</b>	900 S. Gay St.		
<b>Address Line 2:</b>	Suite 1400		
<b>Address Line 4:</b>	Knoxville, TENNESSEE 37902		
<b>NAME OF SUBMITTER:</b>	William H. Kittrell		
<b>Signature:</b>	/William H. Kittrell/		

OP \$90.00 3308268

Date:

03/15/2011

**Total Attachments: 3**

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**ASSIGNMENT**

WHEREAS, MADE RITE SANDWICH COMPANY OF CHATTANOOGA, INC., a corporation of the State of Tennessee, with a business address at 5828 Ooltewah-Ringgold Road, Ooltewah, Tennessee 37363 (hereinafter, "Assignor"), is the owner of and has registered in the United States Patent & Trademark Office (hereinafter, "USPTO") the below listed marks (hereinafter, "Marks") and registrations (hereinafter, "Registrations"):

Registration No. 3,308,268  
Registration Date: 10/09/2007  
Mark:



Registration No. 2,950,344  
Registration Date: 05/10/2005  
Mark: WIDELOAD

Registration No. 2,622,127  
Registration Date: 09/27/2002  
Mark:



WHEREAS, THE H.T. HACKNEY CO., a corporation of the State of Tennessee, with a business address at 300 Fidelity Building, Knoxville, Tennessee 37902 (hereinafter, "Assignee"), is desirous of acquiring all of Assignor's right, title, and interest in and to said Marks, Registrations, and all goodwill associated therewith;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by and through its authorized representative, hereby agrees as follows:

- (1) Assignor does irrevocably transfer, assign, convey, and release unto Assignee, its successors and assigns, in perpetuity, **EFFECTIVE AS OF THE DATE OF EXECUTION HEREOF** all of Assignor's right, title, and interest in and to the above identified Marks, Registrations, and all goodwill associated therewith (hereinafter, collectively, "the Property"), together with any and all portions of Assignor's business pertaining to the Property, all copyrights associated with the Property, all second-level domain names associated with the Property, throughout the World, including all future, present, and past rights of action associated with the Property; and
- (2) For the aforesaid consideration, Assignor materially represents to Assignee, its successors and assigns, that at the time of the execution of this Assignment document, Assignor is the lawful owner of the entire right, title, and interest in and to the Property, and that the Property is unencumbered and not licensed to any other party, and that Assignor has full lawful authority to sell and convey the Property to Assignee as set forth herein.

IN WITNESS THEREOF, Assignor has duly executed this Agreement, or caused the same to be executed by its authorized representative as follows:

**MADE RITE SANDWICH COMPANY OF  
CHATTANOOGA, INC.**

By: *B. Keith Sullivan*

Name: *B. Keith Sullivan*

Title: *President*

STATE OF TENNESSEE  
COUNTY OF HAMILTON

Before me, the undersigned authority, a Notary Public in and for said county and state, personally appeared B. Keith Sullivan, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged himself/herself to be the President of **MADE RITE SANDWICH COMPANY OF CHATTANOOGA, INC.**, the within named Assignor, a Tennessee corporation, and that he/she as such President being authorized so to do, executed the within instrument for the purposes therein contained by signing the name of said corporation by himself/herself as such President.

Witness my hand and official seal at office in the aforesaid county, this 2nd day of March, 2009.

My Commission expires: 5-8-2010

Gina Gramont  
Notary Public

