

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
	Jimmy's Chocolate Chip Cookies, Inc.		12/20/2010
			Entity Type
			CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Jimmy's Acquisition Company LLC		
Street Address:	239 Myrtle Avenue		
City:	Boonton		
State/Country:	NEW JERSEY		
Postal Code:	07005		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1382576	ONE SMART COOKIE
CORRESPONDENCE DATA			
Fax Number:	(212)956-2164		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 603-6347		
Email:	sjf@robinsonbrog.com		
Correspondent Name:	Shari J. Fagen, Esq.		
Address Line 1:	875 Third Avenue, 9th Floor		
Address Line 2:	Robinson Brog et al		
Address Line 4:	NEW YORK, NEW YORK 10022		
NAME OF SUBMITTER:	Shari J. Fagen		
Signature:	/Shari J. Fagen, Esq./		
Date:	05/05/2011		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is made by Jimmy's Chocolate Chip Cookies, Inc., a New Jersey corporation having a place of business at 18-01 River Road, Fair Lawn, New Jersey 07410 (hereinafter "Assignor"), in favor of Jimmy's Acquisition Company, LLC, a New Jersey limited liability company, having a principal place of business 239 Myrtle Avenue, Boonton, New Jersey 07005 (hereinafter "Assignee").

WHEREAS, Assignor has adopted and is using trademarks for which it has filed applications for registration in the United States Patent and Trademark Office (hereinafter referred to as "Marks") which are currently pending and/or registered and are listed in Schedule A and incorporated herewith and made part of this Assignment; and

WHEREAS, Assignee is desirous of acquiring all rights in and to the Marks and the registrations therefor along with the goodwill associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, free and clear of all liens and encumbrances, the entire right, title, interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor shall execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title and interest in and to the Marks in Assignee.

SCHEDULE A

TRADEMARK

REGISTRATION NUMBER

REGISTRATION DATE

ONE SMART COOKIE

1382576

February 11, 1986

{00510275.DOC;1 }

RECORDED: 05/05/2011

TRADEMARK
REEL: 004535 FRAME: 0080