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
Jimmy's Chocolate Chip Cookies, Inc.		12/20/2010	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

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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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OF \$40.00 13825

TRADEMARK REEL: 004535 FRAME: 0077 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.

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TRADEMARK REEL: 004535 FRAME: 0078 IN WITNESS WHEREOF, Assignor, by its duly authorized officer, does hereby execute this Trademark Assignment.

Signed this day of December, 2010

JIMMY'S CHOCOLATE CHIP COOKIES, INC.

Name: <u>J/MMY 8 ZORN</u>

STATE OF NEW JERSEY)
) ss.:
COUNTY OF BERGEN)

On the <u>M</u> day of December in the year 2010, before me, the undersigned, a notary public in and for said state, personally appeared Jimmy B. Zorn, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

SAMOVEL D. BORNSTEWN OF N.T.

SCHEDULE A

TRADEMARK

REGISTRATION NUMBER

REGISTRATION DATE

ONE SMART COOKIE

1382576

February 11, 1986

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TRADEMARK
REEL: 004535 FRAME: 0080

RECORDED: 05/05/2011