

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

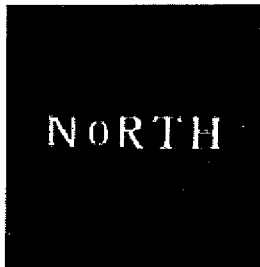
SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FRC North-Italian LLC		06/02/2011	LIMITED LIABILITY COMPANY: ARIZONA
RECEIVING PARTY DATA			
Name:	North Restaurant LLC		
Street Address:	7135 E. Camelback Road, Suite 260		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85251		
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2885772	NORTH	
Registration Number:	3343497	NORTH	
Registration Number:	3343498	NORTH	
CORRESPONDENCE DATA			
Fax Number:	(480)245-6231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4802456233		
Email:	glenn.bacal@bacalgroup.com,jamie.tuccio@bacalgroup.com		
Correspondent Name:	Glenn S. Bacal c/o Bacal Law Group, P.C.		
Address Line 1:	6991 East Camelback Road, Suite D-102		
Address Line 4:	Scottsdale, ARIZONA 85251		
ATTORNEY DOCKET NUMBER:	53504-1000		
NAME OF SUBMITTER:	Glenn S. Bacal		

OP \$90.00 2885772

Signature:	/Glenn S. Bacal/
Date:	06/03/2011
Total Attachments: 1 source=executed assignment frc north to north#page1.tif	

ASSIGNMENT OF MARK

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, FRC North-Italian, LLC, an Arizona limited liability company ("Assignor"), hereby assigns and grants to North Restaurants LLC, an Arizona limited liability company ("Assignee"), the Assignor's entire right, title and interest in the mark NORTH; in the



mark and design; and in the mark and design

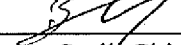
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(collectively the "Marks"), and all applications and registrations therefor, including Federal Registration Numbers 2,885,772, 3,343,497 and 3,343,498, along with all goodwill associated with such Marks. Assignor further assigns all rights of Assignor as a licensor of the Marks and all rights to sue for any acts of infringement of the Mark occurring prior to the effective date of this Assignment. This Assignment is dated to be effective as of June 2, 2011.

ASSIGNOR:

FRC North-Italian LLC, an Arizona limited liability company

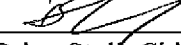
By: FRC Management LLC, its Manager

By: 
Brian Stoll, Chief Financial Officer

ASSIGNEE:

North Restaurant LLC, an Arizona limited liability company

By: FRC Management LLC, its Manager

By: 
Brian Stoll, Chief Financial Officer