

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
PB-MMR, LLC	FORMERLY MAMA ROSA'S LLC	08/01/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	MR OPCO, LLC
Street Address:	1910 FAIR ROAD
City:	SIDNEY
State/Country:	OHIO
Postal Code:	45365
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3502628	LEAN LIFESTYLE
Registration Number:	2913430	LUNCH AROUND
Registration Number:	1879961	MAMA ROSA'S
Registration Number:	1493392	MAMA ROSA'S
Registration Number:	2428472	MAMA ROSA'S BY THE SLICE
Registration Number:	2409419	MINI MAMA'S
Registration Number:	1896371	OLD ITALIAN BRAND
Registration Number:	1478896	OUR OLD ITALIAN BRAND
Serial Number:	85218357	BABY MAMA'S
Serial Number:	85172747	PIZZA GRILLERS
Serial Number:	85106177	VIRGA

CORRESPONDENCE DATA

Fax Number: (212)446-4900

900199095

**TRADEMARK
 REEL: 004599 FRAME: 0780**

CH \$290.00 3502628

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

Email: susan.zablocki@kirkland.com
Correspondent Name: Susan Zablocki
Address Line 1: Kirkland & Ellis LLP
Address Line 2: 601 Lexington Avenue
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	22783-15
NAME OF SUBMITTER:	Susan Zablocki
Signature:	/susan zablocki/
Date:	08/08/2011

Total Attachments: 7

source=PB-MMR Trademark Assignment#page1.tif
source=PB-MMR Trademark Assignment#page2.tif
source=PB-MMR Trademark Assignment#page3.tif
source=PB-MMR Trademark Assignment#page4.tif
source=PB-MMR Trademark Assignment#page5.tif
source=PB-MMR Trademark Assignment#page6.tif
source=PB-MMR Trademark Assignment#page7.tif

TRADEMARK ASSIGNMENT

WHEREAS, PB-MMR, LLC, a limited liability company organized and existing under the laws of the State of Delaware and formerly known as MaMa Rosa's LLC ("**Assignor**"), is the owner of the trademarks listed in the attached **Exhibit A** (hereinafter, the "**Trademarks**");

and WHEREAS, MR Opco, LLC, a limited liability company organized and existing under the laws of the State of Delaware ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with all benefits, privileges, causes of action, and remedies arising out of or relating to such Trademarks or the exploitation thereof, including, without limitation, the right to apply for and maintain any applications, registrations or renewals therefor, all rights to bring an action, whether at law or in equity, for infringement, dilution, or other violation of such Trademarks, against any third party, all rights to recover damages, profits and injunctive relief for past, present or future infringement, dilution, or other violation of such Trademarks, including the goodwill, if any, associated with or symbolized by the Trademarks and the identified applications and/or registrations therefor.

[signature page follows]

PB-MMR, LLC

By: Robert Sparrow



Name: Robert J. Sparrow



Title: Vice President



Date of Signature: 8/1/11

Chart of Tagged Records

TM Records	Trademark	Ser./Reg./App. No.	Brief Goods/Services	Owner	Status/Key Dates
US Federal Q1 f-1	BABY MAMA'S BABY MAMA'S	SN:85-218357	(Int'l Class: 30) Prepared pizza	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Published April 5, 2011 Filed: January 14, 2011
US Federal Q1 f-2	LEAN LIFESTYLE LEAN LIFESTYLE	SN:77-203037 RN:3,502,628	(Int'l Class: 30) Frozen, refrigerated and packaged foods, namely, frozen pizza, breadsticks, refrigerated pizza, frozen food entrees consisting primarily of pasta or rice; packaged refrigerated entrees consisting primarily of pasta or rice; packaged entrees consisting primarily of pasta or rice; refrigerated pizza crusts,...	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Registered September 16, 2008 Int'l Class: 30 First Use: September 1, 2007 Filed: June 11, 2007 Published: January 22, 2008 Allowed: April 15, 2008
US Federal Q1 f-3	LEANER LIFESTYLE LEANER LIFESTYLE	SN:77-203032	(Int'l Class: 30) Frozen, refrigerated and packaged foods, namely, frozen pizza, breadsticks, refrigerated pizza, frozen food entrees consisting primarily of pasta or rice; packaged refrigerated entrees consisting primarily of pasta or rice; packaged entrees consisting primarily of pasta or rice; refrigerated pizza crusts,...	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Abandoned - No Statement of Use November 17, 2008 Filed: June 11, 2007 Published: January 22, 2008 Allowed: April 15, 2008
US Federal Q1 f-4	LUNCH AROUND	SN:75-919390 RN:2,913,430	(Int'l Class: 30) Pizza, pizza dough, dough stabilizers, and dough conditioners	Mama Rosa's LLC (Delaware Limited Liability Company)	Registered 8 & 15 January 4, 2011 Int'l Class: 30 First Use: August 31, 2000 Filed: February 15, 2000 Published: March 23, 2004 Allowed: June 15, 2004

TM Records	Trademark	Ser./Reg./App. No.	Brief Goods/Services	Owner	Status/Key Dates
					Registered: December 21, 2004
US Federal Q1 f-5	MAMA ROSA'S	SN:73-691811 RN:1,493,392	(Int'l Class: 30) Pizzas, burritos, and tortillas	Mama Rosa's LLC (Delaware Limited Liability Company)	Renewed June 21, 2008 Int'l Class: 30 First Use: February 1, 1980 Filed: October 26, 1987 Published: March 29, 1988 Registered: June 21, 1988
US Federal Q1 f-6	MAMA ROSA'S and Design 	SN:74-505652 RN:1,879,961	(Int'l Class: 30) Prepared pizza	Mama Rosa's LLC (Delaware Limited Liability Company)	Renewed February 21, 2005 Int'l Class: 30 First Use: March 1, 1994 Filed: March 28, 1994 Published: November 29, 1994 Registered: February 21, 1995
US Federal Q1 f-7	MAMA ROSA'S BY THE SLICE and Design 	SN:75-936555 RN:2,428,472	(Int'l Class: 30) Pizza	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Renewed February 13, 2011 Int'l Class: 30 First Use: August 23, 1999 Filed: March 6, 2000 Published: November 21, 2000 Registered: February 13, 2001
US Federal Q1 f-8	MINI MAMA'S	SN:75-651957 RN:2,409,419	(Int'l Class: 30) Frozen prepared pizza	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Renewed November 28, 2010 Int'l Class: 30 First Use: June 15, 1999 Filed: March 2, 1999 Published: October 26, 1999 Registered: November 28, 2000
US Federal Q1	OLD ITALIAN BRAND and Design	SN:74-505665 RN:1,896,371	(Int'l Class: 30) Prepared pizza	Mama Rosa's LLC (Delaware Limited Liability Company)	Renewed May 30, 2005 Int'l Class: 30

TM Records	Trademark	Ser./Reg./App. No.	Brief Goods/Services	Owner	Status/Key Dates
f-9					First Use: March 1, 1994 Filed: March 28, 1994 Published: March 7, 1995 Registered: May 30, 1995
US Federal Q1 f-10	OUR OLD ITALIAN BRAND	SN:73-664291 RN:1,478,896	(Int'l Class: 30) Prepared preprocessed pizza	Mama Rosa's LLC (Delaware Limited Liability Company)	Renewed March 1, 2008 Int'l Class: 30 First Use: August, 1978 Filed: June 2, 1987 Published: December 8, 1987 Registered: March 1, 1988
US Federal Q1 f-11	PIZZA GRILLERS and Design 	SN:85-172747	(Int'l Class: 30) Prepared pizza	Mama Rosa's LLC (Delaware Corp.) 1910 Fair Road Sidney, Ohio 45365	Pending - Non-Final Action Mailed February 22, 2011 Filed: November 9, 2010
US Federal Q1 f-12	PRIMO PRIMO	SN:77-522893	(Int'l Class: 30) Frozen, refrigerated and packaged foods, namely, frozen pizza, breadsticks, refrigerated pizza, frozen food entrees consisting primarily of pasta or rice; packaged refrigerated entrees consisting primarily of pasta or rice; packaged entrees consisting primarily of pasta or rice; refrigerated pizza crusts,...	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Abandoned - Failure to Respond May 27, 2009 Filed: July 15, 2008
US Federal Q1 f-13	SUNRISE SINGLES SUNRISE SINGLES	SN:77-522909	(Int'l Class: 30) Frozen, refrigerated and packaged foods, namely, frozen breakfast sandwiches; frozen breakfast pizza; frozen breakfast wraps	Mama Rosa's LLC (Delaware Limited Liability Company) 1910 Fair Road Sidney, Ohio 45365	Abandoned - Failure to Respond December 14, 2009 Filed: July 15, 2008
US Federal	VIRGA	SN:85-106177	(Int'l Class: 29) Pizza crust, dough balls, pizza sauce, cheese,	Mama Rosa's LLC (Delaware Limited Liability Company)	Pending - Non-Final Action Mailed December 7, 2010

TM Records	Trademark	Ser./Reg./App. No.	Brief Goods/Services	Owner	Status/Key Dates
Q1 f-14	VIRGA		milk loaves, calzones and related pizza ingredients	1910 Fair Road Sidney, Ohio 45365	Int'l Class: 29 First Use: February 3, 2004 Filed: August 12, 2010
Canada Q2 ca-15	LEAN LIFESTYLE	AN:1373195-00	(Int'l Class: 30) (1) Frozen, refrigerated and packaged foods, namely, frozen pizza, breadsticks, refrigerated pizza, frozen food entrees consisting primarily of pasta or rice; packaged refrigerated entrees consisting primarily of pasta or rice; packaged entrees consisting primarily of pasta or rice; refrigerated pizza...	MaMa Rosa's LLC 1910 Fair Road Sidney, Ohio 45365 UNITED STATES	Abandoned - Voluntary December 18, 2009 Abandoned - Voluntary December 18, 2009 Filed: November 22, 2007 Published: June 24, 2009
Canada Q2 ca-16	MAMA ROSA'S	AN:1002545-00 RN:TMA561206	(Int'l Class: 30) (1) Prepared pizza, burritos and tortillas.	Mama Rosa's LLC 8016 State Line Road Suite 215 Shawnee Mission, Kansas, 66208 UNITED STATES	Registered - Amendment to Registration November 10, 2006 Registered - Amendment to Registration November 10, 2006 Filed: January 20, 1999 Published: October 24, 2001 Registered: May 1, 2002
Hong Kong Q2 hk-17	MaMa Rosa's  	AN:200407594	(Int'l Class: 30) coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice; frozen pizzas.	MAMA ROSA'S LLC 8016 STATE LINE ROAD, SUITE 215 SHAWNEE MISSION, United States (States)	Hong Kong Inactive Last Status Received: Abandoned Registered: November 6, 2002 Filed: November 6, 2002
Hong	MAMA ROSA'S MAMA ROSA'S	AN:200310575	(Int'l Class: 30) coffee, tea, cocoa,	MAMA ROSA'S LLC 8016 STATE LINE	Hong Kong Inactive

TM Records	Trademark	Ser./Reg./App. No.	Brief Goods/Services	Owner	Status/Key Dates
Kong Q2 hk-18			sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice; frozen pizzas.	ROAD, SUITE 215 SHAWNEE MISSION, United States (States)	Last Status Received: Abandoned Registered: October 11, 2002 Filed: October 11, 2002