

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
Stephen Herrell		08/19/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Stephen Herrell
Street Address:	8 Old South Street
City:	Northampton
State/Country:	MASSACHUSETTS
Postal Code:	01060-3817
Entity Type:	INDIVIDUAL: UNITED STATES

Name:	Judy Herrell
Street Address:	8 Old South Street
City:	Northampton
State/Country:	MASSACHUSETTS
Postal Code:	01060-3817
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1373919	HERRELL'S ICE CREAM
Registration Number:	1350902	SMOOSH-INS
Registration Number:	1540730	NO-MOO

CORRESPONDENCE DATA

Fax Number: (781)481-9191
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (781) 481-9090
 Email: lstraus@scummingslaw.com
 Correspondent Name: Lindsey Straus

900200304

TRADEMARK
REEL: 004609 FRAME: 0371

OP \$90.00 1373919

Address Line 1: Two Main Street
Address Line 2: Suite 300
Address Line 4: Stoneham, MASSACHUSETTS 02180

NAME OF SUBMITTER:	Lindsey M. Straus
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Signature:	/Lindsey M. Straus/
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Date:	08/22/2011
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Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Agreement") is made as of August 19, 2011 by Stephen Herrell, an individual (the "Assignor"), to Stephen Herrell, with a principal place of business at 8 Old South Street, Northampton, Massachusetts 01060-3817 and Judith Herrell, with a principal place of business at 8 Old South Street, Northampton, Massachusetts 01060-3817, (jointly, the "Assignee").

Recitals

WHEREAS The Assignor has developed and used and is using the Trademarks (the "Trademarks") for manufacture and production of ice cream and related products identified on Exhibit A hereto, and is the owner of the Trademarks; and

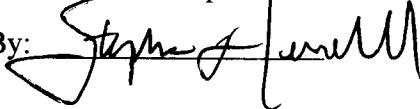
WHEREAS the Assignee desires to acquire the Trademarks in connection with the manufacture and production of ice cream and related products, and the franchising of businesses which will produce ice cream and operate ice cream stores.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer unto the Assignee all right, title and interest in and to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks thereof, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or damage or injury to the Trademarks or such associated goodwill.

This Assignment is intended to and shall take effect as a sealed instrument at such time as the Assignee shall complete this instrument by signing its acceptance of this Assignment below.

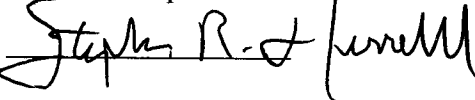
IN WITNESS WHEREOF, the Assignor has executed this assignment, as an instrument under seal, as of August 19, 2011.

ASSIGNOR: Stephen Herrell

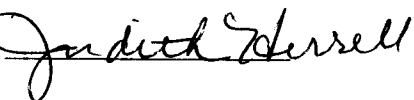
By: 

The foregoing assignment of the Trademarks by the Assignor is hereby accepted by Assignee as of August 19, 2011.

ASSIGNEE: Stephen Herrell

By: 

ASSIGNEE: Judith Herrell

By: 

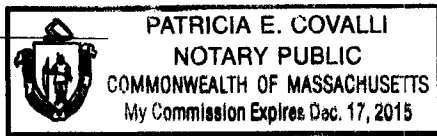
Hampshire
SUFFOLK, ss.

COMMONWEALTH OF MASSACHUSETTS

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 19th day of August, 2011, personally appeared Stephen Herrell to me known personally, and who, being by me duly sworn, deposes and says that he is the Assignor, and that said instrument was signed and sealed on behalf of said Assignor, and said Stephen Herrell acknowledged said instrument to be the free act and deed of said corporation.

Patricia E. Covalli
Notary Public

My commission expires:



On this 19th day of August, 2011, before me, the undersigned notary public, personally appeared Indith Herrell (named of document signer), proved to me through satisfactory evidence of identification, which were MASS Driver License, to be the person whose name is signed on the preceding or attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of (his) (her) knowledge and belief.

Patricia E. Covalli (official signature and seal of notary)

My commission expires

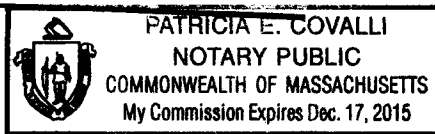


EXHIBIT A

TRADEMARKS

Trademark "**Herrell's Ice Cream & design**" registered with the United States Patent and Trademark Office (Registration No. 1,373,919); and,

Trademark "**Smoosh-ins**" registered with the United States Patent and Trademark Office (Registration No. 1,350,902); and,

Trademark "**No-Moo**" registered with the United States Patent and Trademark Office (Registration No. 1,540,730)