

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Liberty USA, Inc.		09/07/2011	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cold Cow, LLC		
<b>Street Address:</b>	920 Irwin Run Road		
<b>City:</b>	West Mifflin		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	15122		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85069316	ARCTIC MOUNTAIN CREAMERY	
<b>Registration Number:</b>	3176986	BELLARICO'S	
<b>Registration Number:</b>	2935296	BELLARICO'S	
<b>Registration Number:</b>	3375266	DEVINCI'S PIZZERIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(412)209-0672		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(412) 297-4900		
<b>Email:</b>	iptrademark@cohenlaw.com		
<b>Correspondent Name:</b>	Christine W. Trebilcock, Cohen & Grigsby		
<b>Address Line 1:</b>	625 Liberty Avenue		
<b>Address Line 4:</b>	Pittsburgh, PENNSYLVANIA 15222-3152		
<b>ATTORNEY DOCKET NUMBER:</b>	18967.0001 (ASSIGN)		
<b>NAME OF SUBMITTER:</b>	Christine W. Trebilcock, Esq.		

**CH \$115.00 85069316**

**900201762**

**TRADEMARK  
 REEL: 004620 FRAME: 0295**

Signature:	/Christine W. Trebilcock/
Date:	09/09/2011
Total Attachments: 2 source=18967.0001 Executed TM Assign from Liberty to Cold Cow#page1.tif source=18967.0001 Executed TM Assign from Liberty to Cold Cow#page2.tif	

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Liberty USA, Inc., a Pennsylvania corporation, having a principal place of business at 920 Irwin Run Road, West Mifflin, Pennsylvania 15122 (hereinafter "Assignor") is the owner of all right, title and interest in and to the trademarks set forth on Schedule A attached hereto (hereinafter referred to as "the Marks"), and

**WHEREAS**, Cold Cow, LLC, a Delaware limited liability company, having a principal place of business at 920 Irwin Run Road, West Mifflin, Pennsylvania 15122, (hereinafter "Assignee"), is desirous of acquiring all right, title and interest in and to the Marks.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks including the registrations and applications therefor for the United States and throughout the world together with the goodwill of the business associated and symbolized by the Mark, along with the right to sue and recover for damages and profits in connection with any past, present or future infringement or dilution.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing.

**IN TESTIMONY WHEREOF**, the Assignor has caused this Assignment to be executed effective as of the 7 day of September, 2011.

**ASSIGNOR:**

Liberty USA, Inc.

By:   
Signature

Name: CEO Gary F. McGuirk Jr.

Title: CEO

**ASSIGNEE:**

Cold Cow, LLC


By:   
Signature

Name: Gary McGuirk Jr.

Title: President / Manager

SCHEDULE A

TRADEMARK REGISTRATION

MARK	REG. NO.	COUNTRY
ARCTIC MOUNTAIN CREAMERY	4,013,650	United States
BELLARICO'S	3,176,986	United States
BELLARICO'S	2,935,296	United States
 The logo for DeVinci's pizzeria features a stylized 'D' in a square on the left, followed by the word 'DeVinci's' in a cursive script, and 'pizzeria' in a lowercase sans-serif font below it.	3,375,266	United States