

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Confirmation of Trademark Security Interest Assignment	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Freeze Group Holding Corp.		09/09/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Freeze, LLC (f/k/a Sun Freeze, LLC)		
Street Address:	5200 Town Center Circle, Suite 600		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33486		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1597640	FRIENDLY'S	
Registration Number:	1595593	FRIENDLY'S	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
Phone:	2027395866		
Email:	fgordon@morganlewis.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Morgan, Lewis & Bockius LLP		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Felicia D. Gordon		
Signature:	/Felicia D. Gordon/		
Date:	09/13/2011		

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Total Attachments: 4

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CONFIRMATION OF TRADEMARK SECURITY INTEREST ASSIGNMENT

This Confirmation of Trademark Security Interest Assignment (the “Confirmation Agreement”), dated as of September 9, 2011, is made by Freeze Group Holding Corp., a Delaware corporation (in such capacity, the “Assignor”), in favor of Freeze, LLC (f/k/a Sun Freeze, LLC), a Delaware limited liability company (in such capacity, the “Assignee”).

WHEREAS, pursuant to that certain Grant of Security Interest in Trademark Rights, dated as of January 11, 2008 (as amended, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”) among Friendly Ice Cream Corporation and the Assignor, Friendly Ice Cream Corporation pledged and granted to the Assignor a continuing security interest in, among other things the Trademarks (as defined below);

WHEREAS, the Assignor has agreed to assign its security interest in the trademarks, trademark applications and trademark registrations, identified on Schedule A attached hereto (the “Trademarks”), to the Assignee;

WHEREAS, Assignor and Assignee desire to record the transfer of security interest in the aforesaid Trademarks from the Assignor to the Assignee in the United States Patent and Trademark Office;

NOW THEREFORE, Assignor and Assignee hereby confirm that, effective as of September 9, 2011, Assignor assigned and does hereby assign to Assignee, its successors and assigns, Assignor’s security interest in the Trademarks.

Assignor hereby authorizes the appropriate empowered officials in the appropriate governmental offices in jurisdictions throughout the world to transfer Assignor’s security interest in the Trademarks to Assignee as assignee in accordance with this instrument of assignment. Further, Assignor shall take all additional steps necessary, including the execution of any additional documents and instruments reasonably requested by Assignee, in order to effect or memorialize the intent of this Confirmation Agreement.

Assignor represents that it has the authority to make and enter into this Confirmation Agreement.

IN WITNESS WHEREOF, the undersigned have executed this Confirmation Agreement effective as of the date hereof.

[Signature pages follow]

Acknowledged and Agreed:

FREEZE, LLC, as Assignee

By: Michael McComey

Name:

Title:

Schedule A

Trademarks

Trademark	Registration Number
FRIENDLY'S	1597640
FRIENDLY'S (Stylized)	1595593