

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
Swensen's, Inc.		08/01/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	International Franchise Inc.
Street Address:	210 Shields Court
City:	Markham, Ontario
State/Country:	CANADA
Postal Code:	L3R 8V2
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	0975174	SWENSEN'S ICE CREAM
Registration Number:	1034008	SWENSEN'S
Registration Number:	1195835	SWENSEN'S
Registration Number:	1195836	SWENSEN'S
Registration Number:	1146477	SWENSEN'S
Registration Number:	1130961	IN THE RICH TRADITION OF OLD SAN FRANCISCO
Registration Number:	1257741	SWENSEN'S

CORRESPONDENCE DATA

Fax Number: (214)953-4493
 Phone: 214-953-6500
 Email: daltddept@bakerbotts.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: Valerie Verret
 Address Line 1: 2001 Ross Avenue
 Address Line 2: Suite 600

900204775

**TRADEMARK
 REEL: 004642 FRAME: 0793**

CH \$190.00 0975174

Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER:

069410

DOMESTIC REPRESENTATIVE

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Jill M. Errera

Signature:

/Jill M. Errera/

Date:

10/17/2011

Total Attachments: 3

source=Swensen's Inc. Assignment#page1.tif

source=Swensen's Inc. Assignment#page2.tif

source=Swensen's Inc. Assignment#page3.tif

TRADEMARK ASSIGNMENT

WHEREAS, Swensens, Inc., an Delaware corporation, having an address of 210 Shields Court, Markham, Ontario CANADA L3R 8V2 (hereafter "Assignor") is the owner of all right, title and interest in and to the marks set forth on Exhibit A attached hereto (hereafter the "Marks") and the related trademark applications and registrations; and

WHEREAS, International Franchise Inc., a Nova Scotia corporation, having an address of 210 Shields Court Markham, Ontario CANADA L3R 8V2 (hereafter "Assignee") desires to acquire all right, title and interest in and to the Marks and in and to the related applications and registrations together with the goodwill of the business symbolized by the marks throughout the world.

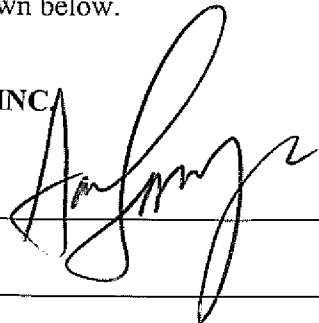
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and the related applications and registrations therefor, together with the goodwill of the business symbolized by the Marks throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks in the United States, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed effective August 1, 2011 and in the capacity shown below.

SWENSEN'S, INC

By: _____
Name: Aaron Serruya
Title: Director






INTERNATIONAL FRANCHISE INC.

By: _____
Name: Simon Serruya
Title: Director



EXHIBIT A

United States Trademarks Registrations/Applications:

Mark	Reg./App. No.	Reg./App. Date
SWENSEN'S ICE CREAM	975,174	December 18, 1973
SWENSEN'S	1,034,008	February 17, 1976
SWENSEN'S & Design 	1,195,835	May 18, 1982
SWENSEN'S	1,195,836	May 18, 1982
SWENSEN'S & Design (Sundae) 	1,146,477	January 27, 1981
IN THE RICH TRADITION OF OLD SAN FRANCISCO	1,130,961	February 12, 1980
SWENSEN'S & Design (Sundae) 	1,257,741	November 15, 1983

DAL01:1179569.1