

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
Eat'n Park Hospitality Group, Inc.		10/28/2011	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	EPR Holdings, Inc.		
Street Address:	801 West Street, 2nd Floor		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801-1545		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4007597	LIFESMILES	
CORRESPONDENCE DATA			
Fax Number:	(412)945-5933		
Phone:	412-471-8815		
Email:	assignments@webblaw.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:	Kent E. Baldauf, Jr., The Webb Law Firm		
Address Line 1:	420 Ft. Duquesne Blvd., Suite 1200		
Address Line 4:	Pittsburgh, PENNSYLVANIA 15222		
ATTORNEY DOCKET NUMBER:	0940-103098		
NAME OF SUBMITTER:	Kent E. Baldauf, Jr., Reg. No. 36,082		
Signature:	/kebjr/		
Date:	11/09/2011		
Total Attachments: 2 source=103098#page1.tif source=103098#page2.tif			

OP \$40.00 4007597

ASSIGNMENT

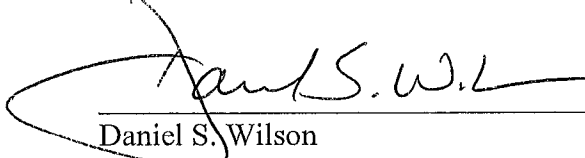
WHEREAS, Eat'n Park Hospitality Group, Inc., a Pennsylvania Corporation, (hereinafter "ASSIGNOR"), owns United States Service Mark Registration No. 4,007,597 for the mark LIFESMILES (hereinafter "the Service Mark"),

AND, EPR Holdings, Inc., a Delaware Corporation (hereinafter "ASSIGNEE"), desires to acquire the Service Mark,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE all right, title and interest in and to the Service Mark, together with the goodwill of the business associated with and symbolized by the Service Mark.

This Assignment is binding on the ASSIGNOR and its respective successors and assigns, and inures to the benefit of the ASSIGNEE and its successors and assigns.

EAT'N PARK HOSPITALITY GROUP, INC.



Daniel S. Wilson
Chief Financial Officer & Executive Vice President

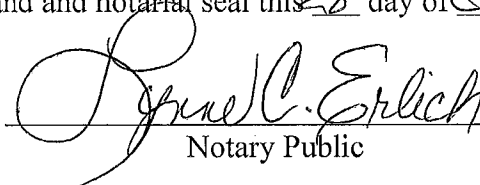
Dated 10/28/11

COMMONWEALTH OF PENNSYLVANIA :
COUNTY OF ALLEGHENY : ss:
:

Before me, a Notary Public in and for the said County and Commonwealth personally appeared DANIEL S. WILSON, who acknowledged that he is the person who executed the foregoing assignment and acknowledged it to be his free and voluntary act and deed.

Witness my hand and notarial seal this 28th day of OCTOBER, 2011.

[NOTARIAL SEAL]


Notary Public

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Lynne C. Erlich, Notary Public
Homestead Boro, Allegheny County
My Commission Expires Feb. 4, 2014
Member, Pennsylvania Association of Notaries