

**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>
Steven Ruff		08/23/2011	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Del Taco, LLC		
<b>Street Address:</b>	25521 Commercentre Drive		
<b>City:</b>	Lake Forest		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92630		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3997470	TACOBBERFEST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(513)977-8141		
<b>Phone:</b>	5139778527		
<b>Email:</b>	april.besl@dinsmore.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	April L Besl		
<b>Address Line 1:</b>	255 E Fifth Street		
<b>Address Line 2:</b>	Suite 1900		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	April L Besl		
<b>Signature:</b>	/april l besl/		
<b>Date:</b>	11/09/2011		

OP \$40.00 3997470

**Total Attachments: 5**

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**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Stephen Ruff, a United States citizen, with a residence at 874 Mills Estate Place, Chuluota, Florida 32766 (hereinafter "Assignor"), is the owner of the trademark registration set forth on Schedule A of this Assignment (hereinafter collectively referred to as the "Trademark");

**WHEREAS**, Del Taco, LLC, a California limited liability company, having a place of business at 25521 Commercentre Drive, Lake Forest, California 92630 (hereinafter "Assignee"), desires to acquire all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; and

**WHEREAS**, Assignor and Assignee are desirous of making this Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business symbolized by the Trademark.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned. Assignee is responsible for all costs associated with maintenance of the Trademark and with formally transferring the Trademark with the United States Patent and Trademark Office. Moreover, Assignee hereby agrees to pay for all costs incurred by Assignor

in registering the Trademark with the United States Patent and Trademark Office. Assignor shall provide Assignee with all applicable invoices for such costs.

**FURTHER**, as consideration for this agreement, Assignee hereby covenants and agrees that in the event the Trademark is ever sold by Assignee to a third party, Assignee shall pay Assignor fifty (50) percentage of all proceeds from the sale.

*[Remainder of Page Intentionally Left Blank]*

Stephen Ruff

*[Handwritten Signature]*  
\_\_\_\_\_

Subscribed and Sworn to before me this 19<sup>th</sup> day of August, 2011  
2011.

*[Handwritten Signature]*  
Notary Public



My commission expires:

7/6/2015

Dei Taco LLC

\_\_\_\_\_

By:

*[Handwritten Signature]*

Name:

Jack Tang

Title:

Associate General Counsel

Subscribed and Sworn to before me this 23 day of August, 2011.

*[Handwritten Signature]*  
Notary Public

My commission expires:

February 17, 2015



**SCHEDULE A**

Trademark/SN/RN	Status/Key Dates	Int'l Classes	Owner
TACOBBERFEST  Tacoberfest  SN:85-202496 RN:3,997,470	Registered July 19, 2011  Intl Class: 43 First Use: October 1, 2010 Filed: December 21, 2010 Published: May 3, 2011	(Intl Class: 43) Restaurant	Stephen Ruff (United States Citizen) 874 Mills Estate Place Chuluota, Florida 32766

The Law Offices of  
**THOMAS  
KASTELZ**

9310 Old Kings Rd. S.  
Suite 1601  
Jacksonville, FL 32257  
(904) 733-7777  
(904) 739-8999 (fax)

[tmk@tkentertainmentlaw.com](mailto:tmk@tkentertainmentlaw.com)

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Invoice Date  
July 30, 2011

Stephen Ruff, Tacoberfest Trademark      Rate: Flat fee plus expenses

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TO: Stephen Ruff  
Sent via email to [ruffactory@msn.com](mailto:ruffactory@msn.com)

Attorney's Fees

Date: July 2011  
Service: "Tacoberfest" Trademark Filing

Total Amount Due: \$2,905.00