

**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
VPC Pizza Operating Corp.		11/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	VPC Pizza IP, LLC		
Street Address:	227 West Monroe Street, Suite 3900		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1160481	GIORDANO'S	
Registration Number:	2824400	GIORDANO' S	
CORRESPONDENCE DATA			
Fax Number:	(312)609-5005		
Phone:	312-609-7897		
Email:	hmiller@vedderprice.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:	Holly Miller		
Address Line 1:	222 North LaSalle Street - 24th Floor		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	44185.00.0001		
NAME OF SUBMITTER:	Holly Miller		
Signature:	/Holly Miller/		
Date:	12/05/2011		
Total Attachments: 1 source=44185.00.0001 - Trademark Assignment to VPC Pizza IP LLC#page1.tif			

CH \$65.00 1160481

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, VPC Pizza Operating Corp., a Delaware corporation (“Assignor”), located and doing business at 227 West Monroe Street, Suite 3900, Chicago, Illinois 60606, is the owner of the entire right, title and interest in and to the following registered United States Trademarks:

U.S. Registration No.	Issue Date	Mark
1,160,481	July 7, 1981	GIORDANO’S and Design 
2,824,400	March 23, 2004	GIORDANO’S

WHEREAS, VPC Pizza IP, LLC, a Delaware limited liability company (“Assignee”), having a principal place of business at 227 West Monroe Street, Suite 3900, Chicago, Illinois 60606, is desirous of acquiring rights in said marks and said registrations;

NOW, THEREFORE, in consideration of and for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, transfer, and set over unto said Assignee the entire right, title and interest in and to said marks and said registrations, together with the good will of the business symbolized by said marks and said registrations and in accordance with which the said marks are used, together with all common law rights of Assignor including the right to bring action and recover for past infringement, if any, of said marks or said registrations.

VPC PIZZA OPERATING CORP.



By: Scott R. Zemnick

Title: President of VPC Pizza Operating Corp.

Dated: November 30, 2011