

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
Yarnell Ice Cream Company Inc.		02/01/2012	CORPORATION: ARKANSAS

RECEIVING PARTY DATA

Name:	Yarnell Ice Cream, LLC
Street Address:	205 South Spring St.
City:	Searcy
State/Country:	ARKANSAS
Postal Code:	72143
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	3763013	WOO PIG CHEWY
Registration Number:	3606360	PINK PROMISE
Registration Number:	3230323	LIVE LIFE WELL
Registration Number:	3043313	GUILT FREE CARB AWARE
Registration Number:	2316804	GUILT FREE
Registration Number:	2099328	GUILT FREE
Registration Number:	2215013	GUILT FREE
Registration Number:	2179680	GUILT FREE
Registration Number:	2200109	GUILT FREE
Registration Number:	2189588	GUILT FREE
Registration Number:	2189581	GUILT FREE
Registration Number:	2192459	GUILT FREE
Registration Number:	2205913	GUILT FREE
Registration Number:	2226444	GUILT FREE

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Registration Number:	2200081	GUILT FREE
Registration Number:	2065990	GUILT FREE
Registration Number:	2096125	GUILT FREE
Registration Number:	2120649	GUILT FREE
Registration Number:	2181580	GUILT FREE
Registration Number:	2172033	GUILT FREE
Registration Number:	2367307	GUILT FREE
Registration Number:	1703561	YARNELL'S DOWN-HOME GOODNESS
Registration Number:	1233807	YARNELL'S

CORRESPONDENCE DATA

Fax Number: (312)902-1061
Phone: 312-902-5665
Email: becky.williams@kattenlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Becky A. Williams
Address Line 1: 525 W. Monroe Street, Suite 1900
Address Line 4: Chicago, ILLINOIS 60661

NAME OF SUBMITTER:	Becky A. Williams
Signature:	/baw/
Date:	02/08/2012

Total Attachments: 6
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TRADEMARK ASSIGNMENT

This Assignment is made this 1st day of February, 2012, by Yarnell's Ice Cream Company Inc. ("Assignor"), to Yarnell Ice Cream, LLC, a Delaware limited liability company ("Assignee"), having a principal place of business at 205 South Spring St., Searcy, AR 72143.

WHEREAS, Assignor has adopted and used in its business the trademarks and/or service marks identified in Schedule A hereto (the "Trademarks") and the registrations therefor set forth in Schedule A (the "Registrations"); and

WHEREAS, Assignee desires, and the Assignor has agreed to assign to Assignee, all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the Registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's rights, title, and interest in and to the Trademarks and the Registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the right to prosecute and recover monetary damages for past, present and future infringements and other violations of the Trademarks.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as Assignee may reasonably request to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor's rights in and to the Trademarks and the Registrations.

IN WITNESS WHEREOF Assignor has executed this instrument.

Dated: February 1, 2012

YARNELL ICE CREAM COMPANY INC.
ASSIGNOR

By: Randy Rice

Name:

Title: Bankruptcy Trustee

SCHEDULE A

Trademark Registrations



TRADEMARK MATTERS	
YARNELL ICE CREAM CO., INC.	



MARK U.S. Federal Marks	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
WOO PIG CHOO	77799538	8/7/2009	3763013	3/23/2010	Yarnell Ice Cream Company, Inc.	Registered.
PINK PROMISE	76867077	5/18/2007	3606360	4/14/2009	Yarnell Ice Cream Co., Inc.	Registered.
LIVE LIFE WELL	76639410	5/24/2005	3230323	4/17/2007	Yarnell Ice Cream Co., Inc.	Registered.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
GUILT FREE CARB AWARE	76/553969	10/7/2003	3043313	1/17/2006	Yarnell Ice Cream Co., Inc.	Registered.
GUILT FREE ^{1/}	75/683376	4/15/1999	2316804	2/8/2000	Yarnell Ice Cream Co., Inc.	Renewed: February 2010.
GUILT FREE ^{2/}	75/170221	9/23/1996	2099328	9/23/1997	Yarnell Ice Cream Co., Inc.	Renewed: September 2007.
GUILT FREE ^{1/}	75/128159	7/1/1996	2215013	12/29/2008	Yarnell Ice Cream Co., Inc.	Renewed: December 2008.
GUILT FREE ^{1/}	75/977367	7/1/1996	2179680	8/4/1998	Yarnell Ice Cream Co., Inc.	Renewed: August 4, 2008.
GUILT FREE ^{2/}	75/039213	9/3/1996	2200109	10/27/1998	Yarnell Ice Cream Co., Inc.	Renewed: October 2008.
GUILT FREE ^{1/}	74/713833	8/10/1995	2189588	9/15/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE ^{1/}	74/702036	7/17/1995	2189581	9/15/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE ^{1/}	74/608023	12/7/1994	2192459	9/29/1998	Yarnell Ice Cream Co., Inc.	Renewed: September 2008.
GUILT FREE ^{1/}	74/347058	1/11/1993	2205913	11/24/1998	Yarnell Ice Cream Co., Inc.	Renewed: November 2008.
GUILT FREE ^{1/}	74/801792	1/11/1993	2226444	2/23/1999	Yarnell Ice Cream Co., Inc.	Renewed: February 2009.
GUILT FREE ^{1/}	74/802214	1/11/1993	2200081	10/27/1998	Yarnell Ice Cream Co., Inc.	Renewed: October 2008.
GUILT FREE ^{1/}	75/975599	1/11/1993	2065990	5/27/1997	Yarnell Ice Cream Co., Inc.	Renewed: May 2007.
GUILT FREE ^{1/}	75/976038	1/11/1993	2096125	9/9/1997	Yarnell Ice Cream Co., Inc.	Renewed: September 2007.
GUILT FREE ^{1/}	75/976039	1/11/1993	2120649	12/9/1997	Yarnell Ice Cream Co., Inc.	Renewed: December 2007.
GUILT FREE ^{1/}	75/977385	1/11/1993	2181580	8/11/1998	Yarnell Ice Cream Co., Inc.	Renewed: August 11, 2008.
GUILT FREE ^{1/}	75/977378	1/11/1993	2172033	7/7/1998	Yarnell Ice Cream Co., Inc.	Renewed: July 2008.
GUILT FREE	74/309288	8/26/1992	2367307	7/18/2000	Yarnell Ice Cream Co., Inc.	Renewed: July 2010.

^{1/} Security interest held by the Cit Group Business Credit, Inc. Trademark search record does not reflect release of security agreement being filed.

^{2/} Security interest held by the Cit Group Business Credit, Inc. Trademark search record does not reflect release of security Agreement being filed.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
YARNELL'S [®] DOWN-HOME GOODNESS AND DESIGN	74/182905	7/8/1991	1703561	7/28/1992	Yarnell Ice Cream Co., Inc.	Renewed: July 2002.
						
YARNELL'S [®] (STYLIZED)	73/313454	6/5/1981	1233807	4/5/1983	Yarnell Ice Cream Co., Inc.	Renewed: April 2003.
						
HOME CHURNED	76/645066	8/16/2005	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
GUILT FREE TOTAL BALANCE	76/625682	12/21/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
FARM FRESH	76/620609	11/12/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
SIMPLE	76/620640	11/12/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
PLEASURES						
SNO-CREME	76/615788	10/14/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG DIP	76/615789	10/14/2004	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
HOMETOWN	75/932585	3/1/2000	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
LEMON ICEE	75/609161	12/21/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG UN'S	75/609160	12/21/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
POWER POPS	75/560162	9/28/1998	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
HOMEMADE STYLE AND DESIGN 	75/234755	2/3/1997	N/A	N/A	Yarnell Ice Cream Co., Inc.	Abandoned.
BIG'UNS DESIGN ONLY 	76/049047 75/689101	5/16/2000 4/23/1999	2509218 2343265	11/20/2001 4/18/2000	Yarnell Ice Cream Co., Inc. Yarnell Ice Cream Co., Inc.	Cancelled. Cancelled.
GUILT FREE YARNELL'S GUILT FREE YARNELL	74/194025 74/031278 73/392552	8/12/1991 2/20/1990 9/29/1982	1735084 1644104 1273774	11/24/1992 5/7/1991 4/10/1984	Yarnell Ice Cream Co., Inc. Yarnell Ice Cream Co., Inc. Yarnell Ice Cream Co., Inc.	Cancelled. Cancelled. Cancelled.
U.S. State Marks: Arkansas						
YARNELL'S GUILT FREE FROZEN DIETARY DAIRY DESSERT	N/A	N/A	11290	4/26/1990	Yarnell Ice Cream Company, Inc.	Expired.

MARK	SERIAL #	FILING DATE	REGISTRATION NUMBER	REGISTRATION DATE	OWNER	STATUS
YARNELL'S CLASSIC FLAVORS	N/A	N/A	13488	4/27/1888	Yarnell Ice Cream Company, Inc.	Expired.
YARNELL'S ICE CREAM CLASSIC FLAVORS	N/A	N/A	6686	4/7/1986	Yarnell Ice Cream Company, Inc.	Expired.

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