

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
Stew Leonard's		02/16/2012	PARTNERSHIP: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Stew Leonard's		
Composed Of:	COMPOSED OF the Marianne Leonard Trust of 1993 and the Marianne Leonard Trust of 2006		
Street Address:	100 Westport Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06850		
Entity Type:	PARTNERSHIP: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1695060	OUR POLICY RULE 1 THE CUSTOMER IS ALWAYS RIGHT! RULE 2 IF THE CUSTOMER IS EVER WRONG, REREAD RULE 1. STEW LEONARD	
CORRESPONDENCE DATA			
Fax Number:	(203)787-5818		
Phone:	203-787-0595		
Email:	bsullivan@delpet.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:	Peter W. Peterson		
Address Line 1:	DeLio & Peterson, LLC		
Address Line 2:	121 Whitney Avenue		
Address Line 4:	New Haven, CONNECTICUT 06510		
ATTORNEY DOCKET NUMBER:	SWL40300		

NAME OF SUBMITTER:	Peter W. Peterson
Signature:	/Peter W. Peterson/
Date:	02/28/2012
Total Attachments: 2 source=swl40300assign_20120228161621#page1.tif source=swl40300assign_20120228161621#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, **Stew Leonard's**, a partnership organized and existing under the laws of the State of Connecticut having as partners Marianne Leonard, a citizen of the U.S., and the Marianne Leonard Trust of 1993, having its principal place of business at 100 Westport Avenue, Norwalk, Connecticut (hereinafter referred to as "Assignor"), has adopted, and has used in its business the trademark "OUR POLICY RULE 1 THE CUSTOMER IS ALWAYS RIGHT! RULE 2 IF THE CUSTOMER IS EVER WRONG REREAD RULE 1. Stew Leonard" (stylized) which has been registered in the United States Patent and Trademark Office, Registration No. 1,695,060, registered June 6, 1992; and

WHEREAS, **Stew Leonard's**, a partnership organized and existing under the laws of the State of Connecticut having as partners the Marianne Leonard Trust of 1993 and the Marianne Leonard Trust of 2006, having its principal place of business at 100 Westport Avenue, Norwalk, Connecticut, (hereinafter referred to as "Assignee") is desirous of confirming its acquisition of said trademark and the respective registration thereof, together with the goodwill of the business in connection therewith;

NOW, THEREFORE, for good and valuable consideration furnished by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby confirm that it has sold, assigned and transferred, and does hereby sell, assign and transfer unto Assignee, its successors and assigns, effective January 2, 2007, the entire right, title and interest in and to the said trademark and registration set forth above, together with the goodwill of the business symbolized by the said trademark and registration and including all claims for damages by reason of infringement of said trademark and registration with the right to sue for damages and collect the same from and prior to the effective date, all for the Assignee's use and for the use of its successors and assigns.

IN WITNESS WHEREOF, Assignor has hereunto caused this instrument to be signed
by its duly authorized officer this 16 day of February, 2012.

STEW LEONARD'S,
a Connecticut partnership

By: [Signature] ^{27 2/16/12}
Daniel Arthur
Trustee, the Marianne Leonard
Trust of 1993

STATE OF CONECTICUT)
) ss:
COUNTY OF FAIRFIELD)

On this 16 day of February, 2012, before me appeared Daniel Arthur,
to me known and known to me to be the Trustee, the Marianne Leonard Trust of 1993,
and who executed the foregoing instrument and he acknowledged the same to be his free
act and deed.

[Signature]
Notary Public
#11722-
Exp 11-30-12

(NOTARIAL SEAL)