

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|--------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| High's of Baltimore, Incorporated | | 02/29/2012 | CORPORATION: MARYLAND |
| RECEIVING PARTY DATA | | | |
| Name: | High's of Baltimore, LLC | | |
| Street Address: | 2700 Loch Raven Road | | |
| City: | Baltimore | | |
| State/Country: | MARYLAND | | |
| Postal Code: | 21218 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: MARYLAND | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85146429 | ON THE MOOOVE | |
| Serial Number: | 85214046 | FUELS YOUR JOURNEY | |
| Serial Number: | 85213958 | BTG | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (443)263-4108 | | |
| Phone: | 410-347-7380 | | |
| Email: | trademarks@ober.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: | Jonathan M. Holda, Esq. | | |
| Address Line 1: | 100 Light Street | | |
| Address Line 2: | Ober, Kaler, Grimes & Shriver, A P.C. | | |
| Address Line 4: | Baltimore, MARYLAND 21202 | | |
| ATTORNEY DOCKET NUMBER: | 025701.088403 DKP | | |
| NAME OF SUBMITTER: | Jonathan M. Holda | | |

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|--|---------------------|
| Signature: | /Jonathan M. Holda/ |
| Date: | 03/16/2012 |
| Total Attachments: 3 source=High's of Baltimore federal tm assignment#page1.tif source=High's of Baltimore federal tm assignment#page2.tif source=High's of Baltimore federal tm assignment#page3.tif | |

Assignment of Intellectual Property

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment") is made as of this 29th day of February, 2012, by HIGH'S OF BALTIMORE, INCORPORATED, a Maryland corporation with its principal place of business at 7477 New Ridge Road, Hanover, MD 21076 ("Assignor"), to HIGH'S OF BALTIMORE, LLC, a Maryland limited liability company with its principal place of business at 2700 Loch Raven Road, Baltimore, MD 21218 ("Assignee").

1. Assignor, for and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, does hereby transfer and assign to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title, and interest in, to and under all intellectual property used by Assignor in connection with Assignor's business, including without limitation (1) all trade names, trademarks, service marks, trade dress, logos, slogans, URLs, domain names, trade secrets, copyrights, patents, franchises, authorizations (governmental or otherwise), together with the goodwill of the business associated therewith and which is symbolized thereby, and (2) all applications, registrations and other intellectual property identified in Schedule A (collectively, "Intellectual Property"), all rights to sue for infringement of any Intellectual Property, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof.
2. Assignor will deliver to Customer all tangible embodiments of the Intellectual Property in Assignor's possession and control, and thereafter will execute and deliver to Assignee all documents or instruments that may be necessary to secure or perfect Assignor's title to or interest in the Intellectual Property
3. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment of Intellectual Property shall be governed by and construed in accordance with the laws of the State of Maryland without giving effect to the principles of conflicts of laws thereof.

IN WITNESS WHEREOF, Assignor has caused its duly authorized officer to execute this Assignment of Intellectual Property as of the date first above written.

HIGH'S OF BALTIMORE, INCORPORATED

By: 
Brian L. Darnell, Vice President

SCHEDULE A

Unregistered Service Marks, Trademarks and Trade Names

1. HIGH'S OF BALTIMORE
2. HIGH'S DAIRY STORE
3. HIGH'S



8. WWW.HIGHSDAIRYSTORES.COM

Pending Federal Registrations/Applications, Service Marks, Trademarks and Trade Names

| Mark | Serial Number | Application Date |
|--------------------|---------------|------------------|
| ON THE MOOOVE | 85146429 | October 6, 2010 |
| FUELS YOUR JOURNEY | 85214046 | January 10, 2011 |
| BTG | 85213958 | January 10, 2011 |

Registered MD State Service Marks, Trademarks and Trade Names

| Mark | Registration Number | Registration Date |
|--------|---------------------|-------------------|
| HIGH'S | 1995-7768 | May 12, 1995 |

Unregistered Trade Dress

All trade dress used inside High's Dairy Store locations, including without limitation such trade dress as is indicated by the photo below:

