

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 |
| | Boddie-Noell Enterprises, Inc. | | 03/20/2012 |
| | | | Entity Type |
| | | | CORPORATION: NORTH CAROLINA |
| RECEIVING PARTY DATA | | | |
| Name: | Carl Karcher Enterprises, Inc. | | |
| Street Address: | 6307 Carpinteria Avenue | | |
| Internal Address: | Suite A | | |
| City: | Carpinteria | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 93013 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| | Property Type | Number | Word Mark |
| | Registration Number: | 3368690 | EAT LIKE YOU MEAN IT |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (314)436-8400 | | |
| Phone: | (314) 231-2800 | | |
| Email: | jbg@stolarlaw.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: | John B. Greenberg | | |
| Address Line 1: | 911 Washington Avenue | | |
| Address Line 2: | 7th Floor | | |
| Address Line 4: | St. Louis, MISSOURI 63101 | | |
| NAME OF SUBMITTER: | John B. Greenberg, attorney for Assignee | | |
| Signature: | /John B. Greenberg/ | | |
| Date: | 03/20/2012 | | |
| Total Attachments: 1 source=_0320150708_001#page1.tif | | | |

OP \$40.00 3368690

SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT ("Assignment") is made and entered into as of the ___ day of March, 2012, by and between BODDIE-NOELL ENTERPRISES, INC., a North Carolina corporation (the "Assignor"), and CARL KARCHER ENTERPRISES, INC., a California corporation (the "Assignee").

WHEREAS, the Assignor is the owner of the service mark, EAT LIKE YOU MEAN IT (the "Mark"), which is subject to common law rights and a registration with the United States Patent and Trademark Office, Registration No. 3368690 (the "Registration").

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Mark and Registration therefor, along with the goodwill of Assignor's business symbolized by the Mark and Registration;

NOW, THEREFORE, in consideration of good and valuable consideration, including, without limitation, payment of the sum of Ten Dollars (\$10.00), the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby assigns, sells and sets over to Assignee, free and clear of all claims of Assignor, all of Assignor's right, title and interest in and to the Mark and Registration therefor, together with all of the goodwill of Assignor's business symbolized by the Mark and Registration, and all other rights that Assignor has enjoyed thereunder as a trademark, service mark, trade name, domain name and otherwise, including, without limitation, all rights and remedies based upon past infringement of the Mark and Registration (including the right to sue and collect damages and profits for such infringement).
2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to transfer Assignor's title to the aforementioned assets and rights assigned by this Assignment.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written,

BODDIE-NOELL ENTERPRISES, INC.

By: Jerry L. Allsbrook
Name: Jerry L. Allsbrook
Title: Chief Marketing Officer