

## 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
Lime Fresh Mexican Grill, Inc.		04/18/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	RTBD, Inc.		
Street Address:	150 West Church Avenue		
City:	Maryville		
State/Country:	TENNESSEE		
Postal Code:	37801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3054007	LIME FRESH MEXICAN GRILL	
Registration Number:	3867367	LIME	
Registration Number:	3867368	NOT YOUR AVERAGE BURRITO JOINT	
Registration Number:	3928502	LIME	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-708-1870		
Email:	lbryer@ladas.com		
Correspondent Name:	Lanning G. Bryer		
Address Line 1:	Ladas & Parry LLP		
Address Line 2:	1040 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	NTMA 121123:753		

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TRADEMARK  
 REEL: 004760 FRAME: 0815

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NAME OF SUBMITTER:	Lanning G. Bryer
Signature:	/lgb/
Date:	04/19/2012
<b>Total Attachments: 7</b> source=Lime Fresh RTBD U.S. assignment#page1.tif source=Lime Fresh RTBD U.S. assignment#page2.tif source=Lime Fresh RTBD U.S. assignment#page3.tif source=Lime Fresh RTBD U.S. assignment#page4.tif source=Lime Fresh RTBD U.S. assignment#page5.tif source=Lime Fresh RTBD U.S. assignment#page6.tif source=Lime Fresh RTBD U.S. assignment#page7.tif	

UNITED STATES OF AMERICA

A S S I G N M E N T

WHEREAS, LIME FRESH MEXICAN GRILL, INC., a corporation organized under the laws of the State of Florida, United States of America, located at 1396 Bay Drive, Miami Beach, Florida 33141, United States of America, [hereinafter called the ASSIGNOR] has adopted and used the Trademarks registered in the United States Patent and Trademark Office:

(Set forth on the attached schedule)

AND WHEREAS, RTBD, INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 150 West Church Avenue, Maryville, Tennessee 37801, United States of America, [hereinafter called the ASSIGNEE] is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, all right, title and interest in and to the said trademarks and registrations thereof, together with that part of the goodwill of the ASSIGNOR'S business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 18th day of April 2012.

LIME FRESH MEXICAN GRILL, INC.

By 

\_\_\_\_\_  
Authorized Signatory  
Scarlett May

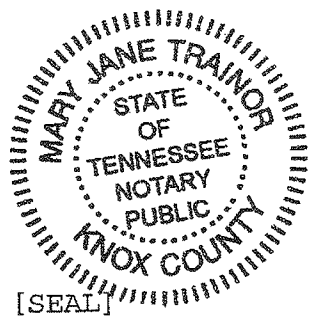
[See over for Notarial Acknowledgment]

TRADEMARK  
REEL: 004760 FRAME: 0817

CORPORATE ACKNOWLEDGMENT

UNITED STATES OF AMERICA |  
|  
STATE OF TENNESSEE | SS:  
|  
COUNTY OF BLOUNT |

On this 18th day of April 2012, before me personally appeared Scarlett May, to me known, who, being by me duly sworn, did depose and say that he is the Authorized Signatory of the corporation described in the foregoing instrument; that he executed said instrument on behalf of the said corporation; that he is authorized to execute an instrument of this nature by order of the Board of Directors of the corporation.



*Mary Jane Trainor*  
\_\_\_\_\_  
Notary Public

Commission Expires: 6/3/2014

ASSIGNOR

TRADEMARK  
REEL: 004760 FRAME: 0818

UNITED STATES OF AMERICA

SCHEDULE

LIME FRESH MEXICAN GRILL	No. 3054007
LIME and Design	No. 3867367
NOT YOUR AVERAGE BURRITO JOINT	No. 3867368
LIME	No. 3928502

UNITED STATES OF AMERICA

POWER OF ATTORNEY

The undersigned, owner of the below-identified trademark registration, hereby revokes any and all previous Powers of Attorney and appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

ALLAN S. PILSON

DANIEL F. ZENDEL

LANNING G. BRYER

DENNIS S. PRAHL

BHARATI BAKSHANI

SCOTT J. LEBSON

RALPH H. CATHCART

MICHAEL A. CORNMAN


JAY A. BONDELL

members of the Bar of the State of New York, c/o Ladas & Parry LLP, 1040 Avenue of the Americas, New York, New York 10018-3738, United States of America, to take any and all actions with regard to this trademark registration, and any legal procedures concerning same.

LIME FRESH MEXICAN GRILL

No. 3054007

RTBD, INC.

By  \_\_\_\_\_ [Title]  
Scarlett May, Vice President

April 18, 2012 \_\_\_\_\_ [Date]

UNITED STATES OF AMERICA

POWER OF ATTORNEY

The undersigned, owner of the below-identified trademark registration, hereby revokes any and all previous Powers of Attorney and appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

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LANNING G. BRYER	DENNIS S. PRAHL
BHARATI BAKSHANI	SCOTT J. LEBSON
RALPH H. CATHCART	MICHAEL A. CORNMAN

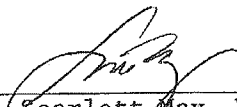
JAY A. BONDELL

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LIME and Design

No. 3867367

RTBD, INC.

By  \_\_\_\_\_  
Scarlett May, Vice President [Title]

April 18, 2012  
[Date]

TRADEMARK  
REEL: 004760 FRAME: 0821

UNITED STATES OF AMERICA

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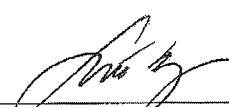
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NOT YOUR AVERAGE BURRITO JOINT

No. 3867368

RTBD, INC.

By

  
Scarlett May, Vice President

[Title]

April 18, 2012

[Date]



UNITED STATES OF AMERICAPOWER OF ATTORNEY

The undersigned, owner of the below-identified trademark registration, hereby revokes any and all previous Powers of Attorney and appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

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LIME

No. 3928502

RTBD, INC.

By  \_\_\_\_\_ [Title]  
Scarlett May, Vice President

April 18, 2012

[Date]