

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
	Omahasteaks.com, Inc.		07/06/2012
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Omaha Steaks International, Inc.		
Street Address:	11030 "O" Street		
City:	Omaha		
State/Country:	NEBRASKA		
Postal Code:	68137		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2613374	WE PROVIDE THE MEALS, YOU PROVIDE THE MEMORIES
CORRESPONDENCE DATA			
Fax Number:	4029521531		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	402-341-3070		
Email:	trademark@mcgrathnorth.com		
Correspondent Name:	Denise C. Mazour		
Address Line 1:	1601 Dodge Street		
Address Line 2:	Suite 3700, First National Tower		
Address Line 4:	Omaha, NEBRASKA 68102		
ATTORNEY DOCKET NUMBER:	25091		
NAME OF SUBMITTER:	Denise C. Mazour		
Signature:	/Denise C. Mazour/		
Date:	07/13/2012		
Total Attachments: 1 source=Assign#page1.tif			

OP \$40.00 2613374

TRADEMARK ASSIGNMENT

WHEREAS, Omahasteaks.com, Inc., a corporation organized and existing under the laws of the State of Delaware, with its principal office at 11030 "O" Street, Omaha, Nebraska 68137, U.S.A., ("Assignor"), is the sole owner of the entire right, title and interest in and to U.S. Trademark Registration No. 2,613,374 for the trademark WE PROVIDE THE MEALS, YOU PROVIDE THE MEMORIES (hereinafter known as "the Mark"), together with the goodwill of the business in connection with which the Mark is used;

WHEREAS, Omaha Steaks International, Inc., a corporation organized and existing under the laws of the State of Nebraska, with its principal office and place of business at 11030 "O" Street, Omaha, Nebraska 68137, U.S.A. ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with which the Mark is used; and

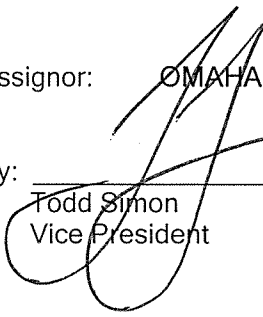
WHEREAS, Assignor desires to transfer all of its right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used.

NOW, THEREFORE, for one dollar and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee its entire right, title and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Mark, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

Signed this 6 day of July, 2012.

Assignor: OMAHASTEAKS.COM, INC.

By: 
Todd Simon
Vice President