

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Dataworks, LLC		07/10/2012	LTD LIAB JT ST CO: COLORADO

**RECEIVING PARTY DATA**

<b>Name:</b>	B2A, LLC
<b>Street Address:</b>	4550 South Windermere Street
<b>City:</b>	Englewood
<b>State/Country:</b>	COLORADO
<b>Postal Code:</b>	80110
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: COLORADO

**PROPERTY NUMBERS Total: 15**

Property Type	Number	Word Mark
Registration Number:	2080678	DATAWORKS
Registration Number:	3356452	ERED BOOK
Serial Number:	85240914	B2A
Serial Number:	85240912	POWER OF 3 METHODOLOGY
Registration Number:	3894376	INSIDE TECHNIQUES
Registration Number:	3506666	ISPEC
Registration Number:	2291009	
Registration Number:	2062636	POCKET ROCKET
Registration Number:	3826846	POWER OF 3
Registration Number:	3524980	RED BOOK READY
Registration Number:	3378730	RED BOOK SOLUTIONS WE MAKE GOOD MANAGERS GREAT
Registration Number:	3850671	SOURCE 2 SOURCE
Registration Number:	3100193	THE MANAGER'S RED BOOK

OP \$390.00 2080678

Registration Number:	3720855	TURNING YOUR OBJECTIVES INTO REALITY
Registration Number:	3087300	WE MAKE GOOD MANAGERS BETTER

**CORRESPONDENCE DATA**

Fax Number: 3038638820  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 303-863-8818  
Email: davidaweinstein@qwestoffice.net  
Correspondent Name: David A. Weinstein  
Address Line 1: 695 South Colorado Boulevard, Suite 360  
Address Line 4: Denver, COLORADO 80246

ATTORNEY DOCKET NUMBER:	B2A
NAME OF SUBMITTER:	David A. Weinstein
Signature:	/david a. weinstein 23577/
Date:	07/13/2012

Total Attachments: 7  
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## CONFIRMATORY ASSIGNMENT

WHEREAS, Dataworks, LLC, a Colorado limited liability company having a mailing address at 4550 South Windermere Street, Englewood, Colorado 80110 (hereafter "Assignor") is the owner of the entire right, title and interest in and to the trademarks ("Marks") and copyrighted works ("Copyrights"), hereafter individually and collectively referred to as "Marks/Copyrights.", as well as applications and registrations therefor which are shown on Schedule A attached hereto and made a part hereof.

WHEREAS, B2A, LLC, , a Colorado limited liability company having a mailing address at 4550 South Windermere Street, Englewood, Colorado 80110 (hereafter "Assignee"), acquired the entire worldwide right, title and interest in and to said Marks/Copyrights, and all applications, and registrations therefor and all of the rights and privileges appertaining thereto, together with the entire good will of the business in connection with which the said marks are used

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, BE IT KNOWN that for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor sold, assigned and transferred and by these presents does confirm the sale, assignment, and transfer , at least as early as 7/11/2011, to said Assignee its successors and assigns, the Mark and all applications and registrations hereinabove designated, including the entire worldwide right, title and interest in and to the same and all the rights and privileges appertaining thereto, including, without limitation, all Assignor's rights under any claims which arose at any time prior and up to the conveyance of said Marks/Copyrights to Assignee under this Assignment, together with the entire good will of the business symbolized by said Marks, the same to be held and enjoyed by Assignee for its own benefit and use and for the benefit of Assignee's successor and assigns forever.

IN WITNESS WHEREOF, Dataworks, LLC has signed this document on the day of July 10, 2012, by and through its duly authorized officer.

By Gregory A. Thiesen  
Name: Gregory A. Thiesen  
Title:

ACKNOWLEDGEMENT

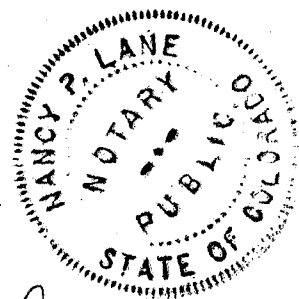
STATE OF COLORADO )  
 )ss.  
COUNTY OF ARAPAHOE )

Before me, a Notary Public in and for said county, personally appeared the above named Gregory A. Thiesen who acknowledged that he did sign the foregoing instrument and that the same is his free act and deed.

In testimony whereof, I have hereunto affixed my name and official seal at this 10<sup>th</sup> day of July, 2012.

Witness my hand and official seal.

My commision expires: 6-29-2015



Notary Public *Nancy P. Lane*

**SCHEDULE A**  
**Copyrighted Works**

<b>Title of Work</b>	<b>Nature of Work</b>	<b>Registration Date;</b>	<b>Registration No.</b>
Jumpstart Period Thirteen (Hooters)	publication	December 23, 2008	TX 6-896-022
Manager's Black Book (Hooters)	publication	December 23, 2008	TX 6-896-486
Manager's Red Book Third Quarter (Black-eyed Pea)	publication	December 23, 2008	TX 6-894-618
Manager's Red Book Period Thirteen (Hooters)	publication	December 23, 2008	TX 6-896-013
Shift XChange December 31 <sup>st</sup> 2007 – December 28 <sup>th</sup> 2008	publication	December 23, 2008	TX 6-894-605
Pocket Rocket	publication	December 29, 2008	TX 6-995-303
Trainer's Log Book Third Quarter 2008 (Black-eyed Pea)	publication	December 29, 2008	TX 6-894-609
Schedules Period Thirteen 2008 (Hooters)	publication	December 29, 2008	TX 6-938-326
Regional Manager's Brown Book Period Thirteen 2008 (Hooters)	publication	December 29, 2008	TX 6-938-344
Requested Days Off January – June 2009	publication	December 30, 2008	TX 6-932-197
Guest Services Red Book First Quarter 2009	publication	December 30, 2008	TX 6-932-189
Manager's Red Book First Quarter 2009	publication	December 30, 2008	TX 6-932-193

**SCHEDULE A  
Trademarks**

<b>Mark</b>	<b>Products/Services</b>	<b>Application No./Filing Date</b>	<b>Registration No./Registration Date</b>
B2A	Business consulting in the restaurant and hospitality industries, namely, business management consulting regarding company business operations and employee business operational practices	85/240914 February 12, 2011	United States Patent and Trademark Office  Pending application
DATAWORKS	Custom publishing services for others for log books, desktop planners, reservation books, and time management organizer books for the restaurant industry as well as other businesses	74/729141 September 14, 1995	United States Patent and Trademark Office  2080678 July 22, 1997
E RED BOOK & Open book design	Log books, desktop planners, personal planners, wait-list note pads, tip-share log books, trainer's log books, employee history log books, car rental log books, call-ahead seating log books, deposit log books, reservation books, tri-fold note cards for recording information	78961888 August 28, 2006	United States Patent and Trademark Office  3356452 December 18, 2007
INSIDE TECHNIQUES & Design	Educational publications, namely, training manuals and workbooks in the field of sales for use by the restaurant industry and other businesses	77556915 August 27, 2008	United States Patent and Trademark Office  3894376 December 21, 2010
ISPEC & Open book design	log books, desktop planners, personal planners, wait-list note pads, tip-share log books, trainer's log books, employee history log books, car rental log books, call-ahead seating log books, deposit log books,	78959308 August 24, 2006	United States Patent and Trademark Office  3506666 September 23, 2008

	reservation books, tri-fold note cards for recording information.		
Open book design	Log books, desktop planners, reservation books, and time management organizer books for the restaurant industry as well as other businesses.	75505433 June 19, 1998	United States Patent and Trademark Office  2291009 November 9, 1999
POCKET ROCKET	tri-fold cards for recording information and note-keeping	74729144 September 14, 1995	United States Patent and Trademark Office  2062636 May 20, 1997
POWER OF 3	Educational publications, namely, training manuals and workbooks for use by the restaurant industry and other businesses whose content concern marketing, customer service in the field of marketing, customer service, and the design, execution, and control of a firm's operations that convert its resources into desired goods and or services and implement its business strategy	77558424 August 28, 2008	United States Patent and Trademark Office  3826846 August 3, 2010
POWER OF 3 METHODOLOGY	Business consulting in the restaurant and hospitality industries, namely, business management consulting regarding company business operations and employee business operational practices	85/240912 February 12, 2011	United States Patent and Trademark Office  Pending application
RED BOOK READY & Open book design	DVDs featuring restaurant management and server sales training material; Log books, desktop planners, personal planners, wait-list note pads, tip-share log books, trainer's log books, employee history log books, car rental log	77175785 May 8, 2007	United States Patent and Trademark Office  3524980 October 28, 2008

	books, call-ahead seating log books, deposit log books, reservation log books, tri-fold note cards for recording information		
RED BOOK SOLUTIONS WE MAKE GOOD MANAGERS GREAT & Open Book Design	Log books, desktop planners, personal planners, wait-list note pads, tip-share log books, trainer's log books, employee history log books, car rental log books, call-ahead seating log books, deposit log books, reservation books, tri-fold note cards for recording information	78964949 August 31, 2006	United States Patent and Trademark Office  3378730 February 5, 2008
SOURCE 2 SOURCE & Design	Training manuals and workbooks in the field of task management and reporting for use in the restaurant industry as well as other businesses	77556992 August 27, 2008	United States Patent and Trademark Office  3850671 September 21, 2010
THE MANAGER'S RED BOOK	Log books, desktop planners, personal planners, wait-list note pads, log books for keeping track of tips to be shared, trainer's log books, employee history log books, car rental log books, call-ahead seating log books, deposit log books, reservation books, tri-fold cards for recording information and note-keeping, and time management books for the restaurant industry as well as other businesses	78514601 November 10, 2004	United States Patent and Trademark Office  3100193 June 6, 2006
MANAGER'S RED BOOK	Log books, desktop planners, reservation books, and time management organizer books for the restaurant industry as well as other businesses	January 17, 2001	United Kingdom  2258253 January 17, 2001



TURNING YOUR OBJECTIVES INTO REALITY	Educational publications, namely, training manuals and workbooks in the field of business management and customer service for use by the restaurant industry and other businesses	77597051 October 21, 2008	United States Patent and Trademark Office 3720855 December 8, 2009
WE MAKE GOOD MANAGERS BETTER	Log books, desktop planners, personal daily planners, wait-list note pads, tip-share logbooks, trainer's logbooks, employee history logbooks, car rental logbooks, call-ahead seating logbooks, deposit logbooks, blank reservation books, blank tri-fold cards for recording information and note-keeping, and blank time management planning books designed to optimize workflow for the restaurant, convenience store, retail, assisted living, nursing home, hospital, quick service restaurant, and hotel industries as well as other businesses	78514610 November 10, 2004	United States Patent and Trademark Office 3087300 May 2, 2006