

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
NEWS CHEF, INC.		07/26/2012	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	DENTSU INC.		
Street Address:	8-1, Higashi-shimbashi 1 Chome,		
City:	Minato-Ku, Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3534802	ALL STAR CHEF	
CORRESPONDENCE DATA			
Fax Number:	2026590441		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-659-8225		
Email:	trademarks@alprinlaw.com		
Correspondent Name:	M. Scott Alprin		
Address Line 1:	5 Pinehurst Circle, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20015		
ATTORNEY DOCKET NUMBER:	0072008		
DOMESTIC REPRESENTATIVE			
Name:	M. Scott Alprin		
Address Line 1:	5 Pinehurst Circle, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20015		

OP \$40.00 3534802

NAME OF SUBMITTER:	M. Scott Alprin
Signature:	/M. Scott Alprin/
Date:	07/29/2012
Total Attachments: 1 source=News Chef Inc. to Dentsu Inc. - TM Assignment of 3534802 - Fully signed#page1.tif	

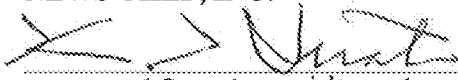
Trademark Assignment

Whereas, NEWS CHEF, INC., hereinafter ASSIGNOR, a corporation organized under the laws of Japan, having an address of 11-9, Azabudai 1 Chome, Minato-Ku, Tokyo, Japan, is the owner of the full right, title and interest in, to and under the trademark for which the following U.S. trademark registration has been issued: U.S. Trademark Registration No. 3534802 for the trademark "ALL STAR CHEF", for "Frozen and prepared dinners, entrees and casseroles composed of meats, fish, shellfish or poultry and/or one or more vegetables and starches; frozen prepared meat pies, poultry pies, and dessert pies, such as fruit, chocolate and coconut pies," in International Class 29.

Whereas, DENTSU INC., hereinafter ASSIGNEE, a corporation organized under the laws of Japan, having an address of 8-1, Higashi-shimbashi 1 Chome, Minato-Ku, Tokyo, Japan, is desirous of acquiring the said trademark and the said U.S. registration therefor;

Now, therefore, to all whom it may concern: Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of at least One Dollar (\$1.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration therefor.

NEWS CHEF, INC.


Name: Kiichi Hirata
Position: President

July 25, 2012
Date

DENTSU INC.


Name: Toshiko Wakana
Position: Director of Promotion Business Division

July 26, 2012
Date