

TRADEMARK ASSIGNMENT

Electronic 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	Entity Type
Swensen's Ice Cream Company		08/10/2012	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	International Franchise Inc.
Street Address:	210 Shields Court
City:	Markham, Ontario
State/Country:	CANADA
Postal Code:	L3R 8V2
Entity Type:	CORPORATION: CANADA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	3037689	EARLE SWENSEN'S ICE CREAM EST. 1948
Registration Number:	3067507	EARLE SWENSEN'S ICE CREAM EST. 1948
Registration Number:	1390996	STICKY CHEWY CHOCOLATE
Registration Number:	1368296	HEIDI'S FROGEN YOZURT
Registration Number:	1435868	HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE
Serial Number:	85510837	EARLE SWENSEN'S ICE CREAM EST. 1948

CORRESPONDENCE DATA

Fax Number: 2146614818
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 214-953-6818
 Email: daltddept@bakerbotts.com
 Correspondent Name: Baker Botts L.L.P.
 Address Line 1: 2001 Ross Avenue
 Address Line 2: Suite 600
 Address Line 4: Dallas, TEXAS 75201

CH \$165.00 3037689

TRADEMARK

ATTORNEY DOCKET NUMBER:	069410
DOMESTIC REPRESENTATIVE	
Name:	Baker Botts L.L.P.
Address Line 1:	2001 Ross Avenue
Address Line 2:	Suite 600
Address Line 4:	Dallas, TEXAS 75201
NAME OF SUBMITTER:	Jill M. Errera
Signature:	/Jill M. Errera/
Date:	09/04/2012
Total Attachments: 4 source=SICC to IFI Assignment#page1.tif source=SICC to IFI Assignment#page2.tif source=SICC to IFI Assignment#page3.tif source=SICC to IFI Assignment#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Swensen's Ice Cream Company, a California corporation, having an address of 210 Shields Court, Markham, Ontario CANADA L3R 8V2 (hereafter "Assignor") is the owner of all right, title and interest in and to the marks set forth on Exhibit A attached hereto (hereafter the "Marks") and the related trademark applications and registrations; and

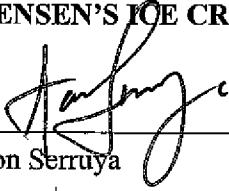
WHEREAS, International Franchise Inc., a Nova Scotia corporation, having an address of 210 Shields Court Markham, Ontario CANADA L3R 8V2 (hereafter "Assignee") desires to acquire all right, title and interest in and to the Marks and in and to the related applications and registrations therefor, as a successor to the business of Assignor, or portion thereof, to which the Marks pertain and which business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign and set over to Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks and the related applications and registrations therefor, as a successor to the business of Assignor, or portion thereof, to which the Marks pertain and business is ongoing and existing, together with the goodwill of the business symbolized by the Marks throughout the world;

Assignor also assigns unto Assignee all claims for damages by reason of infringement prior to the assignment date of the Marks in the United States, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the undersigned have caused this Trademark Assignment to be executed effective August 10, 2011 and in the capacity shown below.

SWENSEN'S ICE CREAM COMPANY

By: 
Name: Aaron Serruya
Title: Director

INTERNATIONAL FRANCHISE INC.

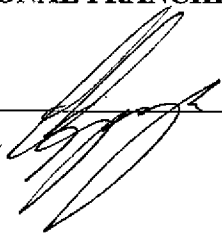
By: 
Name: Simon Serruya
Title: Director

EXHIBIT A

United States Trademarks Registrations/Applications:






Mark	Reg./App. No.	Reg./App. Date
EARLE SWENSEN'S ICE CREAM EST. 1948 & Design 	3,037,689	January 3, 2006
EARLE SWENSEN'S ICE CREAM EST. 1948 & Design 	3,067,507	March 14, 2006
STICKY CHEWY CHOCOLATE	1,390,996	April 22, 1986
HEIDI'S FROGEN YOZURT & Design 	1,368,296	October 29, 1985

EXHIBIT A Cont.

<p>HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE & Design</p>  <p><small>HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE</small></p>	<p>1,435,868</p>	<p>April 7, 1987</p>
<p>EARLE SWENSEN'S ICE CREAM EST. 1948 & Design</p> 	<p>85/510,837</p>	<p>January 6, 2012</p>

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