

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
Clever Ideas, Inc.		10/26/2012	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	Really Nice Restaurants, LLC
<b>Street Address:</b>	222 W. Merchandise Mart Plz., Ste. 135
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60654
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2647253	VALUED MEMBER
Registration Number:	2533049	VALUED MEMBER.COM
Registration Number:	2790799	LECARD REWARDS
Registration Number:	2822389	CLICK
Registration Number:	1526094	LE CARD
Serial Number:	76453058	MORE CUSTOMERS MORE VISITS MORE PROFITS
Serial Number:	76434064	TOTE-A-LOAD

**CORRESPONDENCE DATA**

Fax Number: 3129843150  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 312-984-3100  
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OP \$190.00 2647253

ATTORNEY DOCKET NUMBER:	MCVP-0015
NAME OF SUBMITTER:	Thomas M. Gniot
Signature:	/Thomas M. Gniot/
Date:	11/05/2012
Total Attachments: 2 source=MCVP-0015 Assignment of Trademarks w Sig#page1.tif source=MCVP-0015 Assignment of Trademarks w Sig#page2.tif	

United States

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS**, Clever Ideas, Inc., an Illinois Corporation, with an address at 29 N. Wacker Drive, Ste. 1000, Chicago, IL 60606 ("Assignor"), is the sole and exclusive owner of the trademarks described in **Schedule A**, attached hereto and made a part hereof (the "Trademarks").

**WHEREAS**, Really Nice Restaurants, LLC, a Delaware limited liability company, with an address at 222 W. Merchandise Mart Plz, Ste. 135, Chicago, IL 60654 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the Trademarks and any registrations and applications for registration thereof.

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, transfer, convey and assign to Assignee the entire right, title and interest in, to and under the Trademarks and any registrations and applications for registration thereof, together with all good will associated with and symbolized by the Trademarks, and all rights and privileges granted and secured thereby, including but not limited to the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made. Assignor further agrees to execute any and all documents and do any such further acts that shall be required in order for Assignee to secure such rights.

**AND**, Assignor hereby covenants that it has full right to convey the entire interest herein assigned, along with the good will and that portion of its business which has developed the services to which the Trademarks pertain.

**IN TESTIMONY WHEREOF**, Assignor has executed this assignment, this 26 day of October, 2012

Clever Ideas, Inc.

By: 

Name: Scott Suchow

Title: Corporate Secretary and Vice President

**SCHEDULE A**

<b><u>Trademark</u></b>	<b><u>Application Number/Date</u></b>	<b><u>Registration Number/Date</u></b>	<b><u>Status</u></b>
VALUED MEMBER	78-035,745 / Nov-17-2000	2,647,253 / Nov-05-2002	Registered
VALUED MEMBER.COM	78-001,866 / Mar-30-2000	2,533,049 / Jan-22-2002	Registration Cancelled
LECARD REWARDS	76-472,365 / Dec-05-2002	2,790,799 / Dec-09-2003	Registration Cancelled
CLICK	76-453,167 / Sep-26-2002	2,822,389 / Mar-16-2004	Registration Cancelled
MORE CUSTOMERS. MORE VISITS. MORE PROFITS.	76-453,058 / Sep-26-2002	N/A	Abandoned
LE CARD	73-689,167 / Oct-13-1987	1,526,094 / Feb-21-1989	Registration Cancelled
TOTE-A-LOAD	76-434,064 / Jul-25-2002	N/A	Abandoned

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