

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
Boddie-Noell Enterprises, Inc.		12/04/2012	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Texas S&S Restaurants LLC		
Street Address:	1101 W. Waterloo Road		
City:	Edmond		
State/Country:	OKLAHOMA		
Postal Code:	73025		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3368511	STEAKOLOGY	
CORRESPONDENCE DATA			
Fax Number:	4045414607		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4048156500		
Email:	vnorthcutt@kilpatricktownsend.com		
Correspondent Name:	William H. Brewster		
Address Line 1:	1100 Peachtree St., Suite 2800		
Address Line 2:	Kilpatrick Townsend & Stockton LLP		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	846398		
NAME OF SUBMITTER:	Valetta Northcutt, Paralegal		
Signature:	/Val Northcutt/		

OP \$40.00 3368511

Date:

12/04/2012

Total Attachments: 2

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SERVICE MARK ASSIGNMENT

This Service Mark Assignment is made and entered into this 4th day of December, 2012 ("Effective Date") by and between Boddie-Noell Enterprises, Inc., a North Carolina corporation with its principal place of business at 1021 Noell Lane, Rocky Mount, NC 27804 ("Assignor") and Texas S&S Restaurants LLC, a Delaware limited liability company with its principal place of business at 1101 W. Waterloo Road, Edmond, Oklahoma 73025 ("Assignee").

WHEREAS, Assignor is the owner of the service mark STEAKOLOGY for providing consumer information in the field of beef, grilling and cooking tips, recipes and nutritional information (the "Mark") and of the federal service mark registration for the Mark identified in Exhibit A (the "Registration");

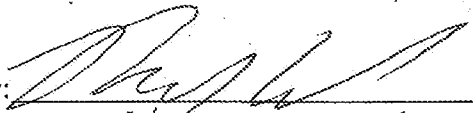
WHEREAS, Assignee wishes to acquire all right, title and interest Assignor has or may have in and to the Mark and the Registration and the good will associated therewith including the right to sue for past infringement.

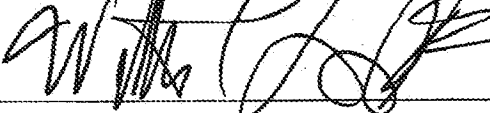
NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all right, title and interest Assignor has or may have in and to the Mark and the Registration, together with the good will of the business which is symbolized by the Mark and the Registration and with the right to recover for damages and profits and all other remedies for past infringements thereof as of the Effective Date. Assignor further agrees to execute and deliver to Assignee, its successors and assigns, such other and further assignments, instruments and documents as Assignee reasonably may request from time to time for the purpose of establishing, registering, evidencing, enforcing, or defending Assignee's ownership of all rights, titles and interest of every kind and nature whatsoever in and to the Mark and the Registration as of the Effective Date.

IN WITNESS WHEREOF, Boddie-Noell Enterprises, Inc. and Texas S&S Restaurants LLC have each caused this Service Mark Assignment to be executed and affixed their seals as of this 4th day of December, 2012.

BODDIE-NOELL ENTERPRISES, INC.

TEXAS S&S RESTAURANTS, LLC

By: 

By: 

Name: Mike Hancock

Name: William C. Liedtke, III

Title: Executive Vice President

Title: Vice President

EXHIBIT A TO SERVICE MARK ASSIGNMENT

<u>Mark</u>	<u>Registration</u>
STEAKOLOGY	U.S. Registration No. 3368511

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