

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Crave Hospitality LLC		03/11/2013	LIMITED LIABILITY COMPANY: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Crave Restaurant Holding, LLC		
<b>Street Address:</b>	90 South Seventh Street		
<b>Internal Address:</b>	3300 Wells Fargo Center		
<b>City:</b>	Minneapolis		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55402		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MINNESOTA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77896385	CRAVE	
<b>Serial Number:</b>	77896388	CRAVE FRESH VIBRANT AMERICAN	
<b>Serial Number:</b>	77896389	CRAVE	
<b>Serial Number:</b>	77896390	CRAVE FRESH VIBRANT AMERICAN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	trademark@winthrop.com		
<b>Correspondent Name:</b>	Stephen R. Baird		
<b>Address Line 1:</b>	225 South Sixth Street		
<b>Address Line 2:</b>	Capella Tower, Suite 3500		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	14877.1		

OP \$115.00 77896385

**900249194**

**TRADEMARK**  
**REEL: 004979 FRAME: 0978**

NAME OF SUBMITTER:	Stephen R. Baird
Signature:	/srb/
Date:	03/12/2013
Total Attachments: 1 source=20130311 Fully Executed Trademark Assignment - Crave Hospitality LLC#page1.tif	

**TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is entered into as of March 6, 2013 between Crave Hospitality LLC a Minnesota limited liability company with a registered address of 18734 Melrose Chase, Eden Prairie, Minnesota 55347 ("Assignor") and Crave Restaurant Holding, LLC, a Minnesota limited liability company with a registered address of 90 South 7th Street, 3300 Wells Fargo Center, Minneapolis, Minnesota 55402 ("Assignee").

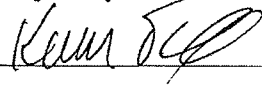
**WHEREAS**, Assignor is the sole and exclusive owner of all right, title, and interest in and to U.S. Trademark Applications identified by Serial Nos. 77,896,385; 77,896,388; 77,896,389; and 77,896,390 (the "Applications");


**WHEREAS**, Assignor desires to convey, transfer, assign, and deliver to Assignee any and all of its right, title and interest in and to the Applications as well as all associated goodwill and associated common law rights for the use of the marks CRAVE, CRAVE FRESH VIBRANT AMERICAN, and the CRAVE logos (the "Marks");

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby agrees as follows:

1. Assignor hereby assigns unto Assignee any and all right, title, and interest in and to the Applications and the Marks, including all rights of priority, together with all goodwill of the business symbolized by said Applications and use of the Marks, and all rights to causes of action and remedies related thereto including, without limitation, the right to sue for past, present or future infringement.
2. Assignor agrees to execute all documents, papers, forms and authorizations and take all other action that may be necessary for securing, completing, or vesting in Assignee full right, title and interest in the Applications and the Marks.

**IN WITNESS WHEREOF**, Assignor has executed this Assignment as of March 11, \_\_\_\_\_, 2013

**Crave Hospitality LLC**  
By:   
Its CEO

**Crave Restaurant Holding, LLC**  
By:   
Its CEO

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