

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
CKE Inc.		03/12/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	CKE Restaurants, Inc.		
Street Address:	6307 Carpinteria Ave., Suite A		
City:	Carpinteria		
State/Country:	CALIFORNIA		
Postal Code:	93013		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85685767	CKE	
Serial Number:	85685778	CKE INC.	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9497600404		
Email:	efiling@knobbe.com		
Correspondent Name:	KNOBBE MARTENS OLSON & BEAR LLP		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	CKEOO.580GEN		
NAME OF SUBMITTER:	Steven J. Nataupsky		
Signature:	/steven j. nataupsky/		

Date:

03/12/2013

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 12 day of March, 2013, by and between CKE Inc., a Delaware corporation, having a place of business at 6307 Carpinteria Ave., Suite A, Carpinteria, CA 93013 (hereinafter referred to as "ASSIGNOR"), and CKE Restaurants, Inc., a California corporation, having a place of business at 6307 Carpinteria Ave., Suite A, Carpinteria, CA 93013 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks listed in Schedule A, attached hereto and incorporated herein by this reference (hereinafter collectively referred to as "Trademarks");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark applications relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as the "Applications");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks and Applications in the United States; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and Applications in the United States;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademarks set forth in Schedule A; and
- (2) the Applications set forth in Schedule B;

together with the goodwill symbolized by said Applications in the United States concurrent with the transfer of the goodwill and U.S. business associated with the Trademarks.

CKE Inc.

By: 

Name: CHARLES A. SEIGEL III

Title: SENIOR VICE PRESIDENT

Date: March 12, 2013

SCHEDULE A
TO TRADEMARK ASSIGNMENT

Trademarks
CKE
CKE INC.

SCHEDULE B
TO TRADEMARK ASSIGNMENT

Federal Trademark Applications:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>APP. DATE</u>	<u>INTL. CLASSES</u>
CKE	85/685,767	07/24/12	35, 43
CKE INC.	85/685,778	07/24/12	35, 43

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