

## 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
Carl Karcher Enterprises, Inc.		03/12/2013	CORPORATION: CALIFORNIA
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: 1			
Property Type	Number	Word Mark	
Serial Number:	85700108	CKE RESTAURANTS ASIA	
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:	CKE00.580GEN		
NAME OF SUBMITTER:	Steven J. Nataupsky		
Signature:	/steven j. nataupsky/		
Date:	03/12/2013		
Total Attachments: 3 source=Carl Karcher Enterprises, Inc. Trademark Assignment#page1.tif source=Carl Karcher Enterprises, Inc. Trademark Assignment#page2.tif source=Carl Karcher Enterprises, Inc. Trademark Assignment#page3.tif			

OP \$40.00 85700108

## TRADEMARK ASSIGNMENT

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

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

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

WHEREAS, ASSIGNOR is the owner of the U.S. and Singapore trademark applications relating to the Trademark 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 Trademark and Applications in the U.S. and Singapore; and

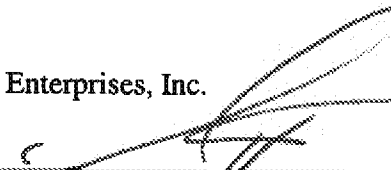
WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Applications in the U.S. and Singapore;

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

together with the goodwill symbolized by said Applications in the U.S. and Singapore concurrent with the transfer of the goodwill and U.S. and Singapore business associated with the Trademark.

Carl Karcher Enterprises, Inc.

By: 

Name: CHARLES A. SEIGEL III

Title: SENIOR VICE PRESIDENT  
AND GENERAL COUNSEL

Date: March 12, 2013

**SCHEDULE A**  
**TO TRADEMARK ASSIGNMENT**

Trademark
CKE RESTAURANTS ASIA

**SCHEDULE B**  
**TO TRADEMARK ASSIGNMENT**

Federal Trademark Application:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>APP. DATE</u>	<u>INTL. CLASSES</u>
CKE RESTAURANTS ASIA	85/700,108	08/09/12	35, 43

Singapore Trademark Application:

<u>MARK</u>	<u>APP. NO.</u>	<u>APP. DATE</u>	<u>INTL. CLASSES</u>
CKE RESTAURANTS ASIA	T1211925H	08/15/12	35, 43

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