

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Carl Karcher Enterprises, Inc.		03/25/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hardee's Food Systems, Inc.		
Street Address:	100 N. Broadway, Suite 1200		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63102		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4112383	THE WHEEL OF AWESOME	
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:	CKEEO.580GEN/427T		
NAME OF SUBMITTER:	Steven J. Nataupsky		
Signature:	/steven j. nataupsky/		
Date:	03/25/2013		
Total Attachments: 1 source=Trademark Assignment THE WHEEL OF AWESOME#page1.tif			

OP \$40.00 4112383

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of the 25th day of March, 2013, by **CARL KARCHER ENTERPRISES, INC.**, a California corporation (the "Assignor"), in favor of **HARDEE'S FOOD SYSTEMS, INC.**, a North Carolina corporation (the "Assignee").

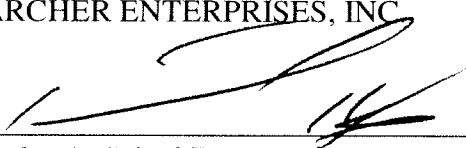
WHEREAS, Assignor is the owner of the trademark, **THE WHEEL OF AWESOME** (the "Mark"), which is subject to common law rights and a registration with the United States Patent and Trademark Office, Registration No. 4112383 (the "Registration").

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, a 50% ownership interest in and to the Mark and Registration therefor, along with the applicable goodwill of Assignor's business symbolized by the Mark and Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells and sets over to Assignee, its successors, legal representatives and assigns, a 50% ownership interest throughout the world in the Mark and Registration therefor, together with the applicable goodwill of Assignor's business symbolized by the Mark and Registration, as well as a 50% interest in all rights and remedies based upon past infringement of the Mark and Registration (including the right to sue and collect damages and profits for such infringement).

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

CARL KARCHER ENTERPRISES, INC

By: 
Name: Charles A. Seigel III
Title: Senior Vice President & General Counsel