

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT														
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL														
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Giacone Enterprises, Inc., aka My Place & Company</td> <td></td> <td>04/24/2013</td> <td>CORPORATION: NEW YORK</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Giacone Enterprises, Inc., aka My Place & Company		04/24/2013	CORPORATION: NEW YORK				
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<table border="1"> <tr> <td>Name:</td> <td>Rivett Giacone Joint Venture, LLC</td> </tr> <tr> <td>Street Address:</td> <td>1910 Eighth Avenue NE</td> </tr> <tr> <td>City:</td> <td>Aberdeen</td> </tr> <tr> <td>State/Country:</td> <td>SOUTH DAKOTA</td> </tr> <tr> <td>Postal Code:</td> <td>57401</td> </tr> <tr> <td>Entity Type:</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>				Name:	Rivett Giacone Joint Venture, LLC	Street Address:	1910 Eighth Avenue NE	City:	Aberdeen	State/Country:	SOUTH DAKOTA	Postal Code:	57401	Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE
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PROPERTY NUMBERS Total: 1															
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Registration Number:	2561115	MY PLACE & CO.													
CORRESPONDENCE DATA															
<p>Fax Number: 2023935350</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 2026386666</p> <p>Email: trademark@jhip.com, mgentner@jhip.com</p> <p>Correspondent Name: Marsha G. Gentner</p> <p>Address Line 1: 400 7th St., NW</p> <p>Address Line 4: Washington, DISTRICT OF COLUMBIA 20004</p>															
ATTORNEY DOCKET NUMBER:	7221/T39002US0														
NAME OF SUBMITTER:	Marsha G. Gentner														
Signature:	/Marsha G. Gentner/														
Date:	04/24/2013														
<p>Total Attachments: 1</p> <p>source=Trademark Assignment MP&Co#page1.tif</p>															

OP \$40.00 2561115

TRADEMARK ASSIGNMENT

This Assignment and agreement is made by and between Giacone Enterprises, Inc., aka My Place & Company, a New York corporation, whose address is 241 Delaware Avenue, Elsmere, New York 12054 [hereinafter "Assignor"], and Rivett Giacone Joint Venture, LLC, a Delaware limited liability company, whose address is 1910 Eighth Avenue NE, Aberdeen, South Dakota 57401 [hereinafter "Assignee"].

WHEREAS, Assignor is the owner of the trademark My Place & Co. (stylized) & Design, for restaurant services [hereafter the "Assigned Mark"], and the U.S. service mark registration therefor, no. 2,561,115;

WHEREAS, Assignor and Assignee are affiliated and related entities; and

WHEREAS, Assignor and Assignee desire that all right, title and interest in and to the Assigned Mark and the U.S. registration therefor be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid Assigned Mark, and the U.S. service mark registration therefor, no. 2,561,115, together with the whole of the goodwill of the business symbolized by said Assigned Mark, the same to be held and enjoyed by the Assignee for its own use and enjoyment, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the Assigned Mark, with the right to sue for and collect the same for Assignee's own use and behalf.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed the foregoing instrument, as of the dates set forth below.

GIACONE ENTERPRISES, INC.,
AKA MY PLACE & COMPANY

RIVETT GIACONE JOINT VENTURE, LLC

By: *James A. Giacone*
Name: JAMES A. GIACONE
Title: PRESIDENT
Date: 4/24/13

By: *Ryan J. Rivett*
Name: RYAN J. RIVETT
Title: MANAGER
Date: 4/24/13