

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
Icon Burger Development Company, LLC		05/16/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Smashburger IP Holder LLC
Street Address:	1515 Arapahoe Street, Tower 1, Suite 1000
City:	Denver
State/Country:	COLORADO
Postal Code:	80202
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	4045713	HOME OF THE SMASHBURGER
Registration Number:	3815016	SM SHBURGER
Registration Number:	3644557	SM*SHBURGER
Registration Number:	3644555	SM*SHBURGER
Registration Number:	3644558	SMASH
Registration Number:	3648448	SMASH
Registration Number:	3432241	SMASH.SIZZLE.SAVOR
Registration Number:	3531675	SMASHBURGER
Registration Number:	3531758	SMASHBURGER
Registration Number:	3622398	SMASHCHICKEN
Registration Number:	3852941	SMASHDOGS
Registration Number:	4213598	SMASHED FRESH. SERVED DELICIOUS.
Registration Number:	3852940	SMASHFRIES
Registration Number:	3739548	SMASHMOBILE

TRADEMARK

Registration Number:	3863221	SMASHSALADS
Registration Number:	3863222	SMASHSIDES
Registration Number:	3622400	SMASHWEDGE
Registration Number:	3854665	SPREAD THE BURGER LOVE

CORRESPONDENCE DATA

Fax Number: 3034732720
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 303 473-2710
Email: shavlick@hollandhart.com
Correspondent Name: Scott S. Havlick
Address Line 1: P.O. Box 8749
Address Line 4: Denver, COLORADO 80201

ATTORNEY DOCKET NUMBER:	54006.0126
NAME OF SUBMITTER:	Scott S. Havlick
Signature:	/Scott Havlick/
Date:	05/16/2013

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This assignment of trademark, trade name and service mark rights ("Trademark Assignment"), effective May 15, 2013 (the "Effective Date"), by and between Icon Burger Development Company, LLC, a limited liability company of Delaware, having a business address at 1515 Arapahoe Street, Tower 1, Suite 1000, Denver, Colorado 80202, United States ("Assignor") and Smashburger IP Holder LLC, a limited liability company of Delaware, having a business address at 1515 Arapahoe Street, Tower 1, Suite 1000, Denver, Colorado 80202, United States ("Assignee").

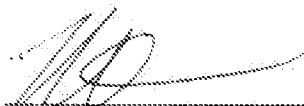
WHEREAS, Assignor is the owner of the trademark applications and registrations listed on the attached Schedule A ("Trademarks");

WHEREAS, Assignee seeks to acquire the entire right, title and interest in and to the Trademarks, together with the goodwill of the business associated with and symbolized by the Trademarks;

NOW, THEREFORE, for and in consideration of the above Recitals, Ten U.S. Dollars (USD \$10.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, all of the present and future right, title and interest to the Trademarks, both registered and unregistered, together with the goodwill of the business associated with and symbolized by the Trademarks, and together with the right to sue for past infringement and to collect all damages or profits for past infringement, dilution, unfair competition and counterfeiting of the Trademarks for its own use and benefits. Assignor further transfers, assigns, and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under all existing license agreements between Assignor and third parties related to the Trademarks.

Icon Burger Development Company, LLC

Dated: May 16, 2013

Signed: 

Name: Patrick Meyers
Title: Chief Legal Office

SCHEDULE A TO TRADEMARK ASSIGNMENT

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS	STATUS
Argentina	SMASHBURGER		3,083,511	43	Pending
Aruba	SMASHBURGER	29593	110512.21	43	Registered
Australia	SMASH & Design	1398540	1398540	43	Registered
Australia	SMASHBURGER	1370257	1370257	43	Registered
Australia	SMASHBURGER	1328342	1328342	30, 43	Registered
Australia	SMASHBURGER	1041684	1370695	43	Registered
Bahamas	SMASHBURGER		35,139	43	Pending
Bahrain	SMASH (stylized and/or with design)		A0022574	43	Pending
Bahrain	SMASHBURGER		A0019975	43	Pending
Bahrain	SMASHBURGER (and Design) in Arabic		90634	43	Pending
Bahrain	SMASHBURGER in Arabic		90633	43	Pending
Belize	SMASHBURGER	785111	785111	43	Registered
Bermuda	SMASHBURGER	50837	50837	43	Registered
Brazil	SMASH Logo		903323397	43	Pending
Brazil	SMASHBURGER		903597870	43	Pending
Canada	SMASH Logo	TMA830,229	1,508,929	1	Registered
Canada	SMASH.SIZZLE.SAVOR		1,544,865	1	Pending
Canada	SMASHBURGER	802,731	1,406,222	1	Registered
Canada	SMASHBURGER & DESIGN	767,283	1,406,223		Registered
Canada	SMASHED FRESH. SERVED DELICIOUS.		1,572,068	1	Pending
Canada	SMASHFRIES		1,544,870	1	Pending
Canada	SMASHMOBILE		1,544,871	1	Pending
Caribbean Netherlands (BES- Bonaire, Eustatius, Saba)	SMASHBURGER	4152	4152	43	Registered
Cayman Islands	SMASHBURGER	KY CT9123035	N/A	43	Registered
Chile	SMASHBURGER	953.061	950836	43	Registered
China	SMASH (stylized and/or with design)	1064459	A0022574	43	Registered
China	SMASHBURGER	1041684	A0019975	43	Registered

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS	STATUS
Colombia	SMASHBURGER		need app #	43	Pending
Costa Rica	SMASHBURGER	193405	1451-2009	43	Registered
CTM	SMASH Logo	9619941	9619941	29, 30, 43	Registered
CTM	SMASHBURGER	9123035	9123035	29, 30, 43	Registered
CTM	SMASHED FRESH. SERVED DELICIOUS.	11060291	11060291	43	Registered
Curacao	SMASHBURGER	15647	D-110418	43	Registered
Dominican Republic	SMASHBURGER	189367	2011-11376	43	Registered
Ecuador	SMASHBURGER	919-12	2011-3593-RE	43	Registered
Egypt	SMASH (stylized and/or with design)		A0022574	43	Pending
Egypt	SMASHBURGER		A0019975	43	Pending
El Salvador	SMASHBURGER	226/189	2011110942	43	Registered
Georgia	SMASHBURGER	1041684	A0019975	43	Registered
Guatemala	SMASHBURGER	183562	M-003558- 2011	43	Registered
Honduras	SMASHBURGER	17132	14341/2011	43	Registered
Hong Kong	SMASHBURGER	301901222	301901222	43	Registered
Iceland	SMASHBURGER	1041684	A0019975	43	Registered
India	SMASHBURGER		2138569	43	Pending
Indonesia	SMASHBURGER		J002011 022474	43	Pending
Israel	SMASHBURGER		A0019975	43	Registered
Japan	SMASHBURGER	1041684	2010-355259	43	Registered
Jordan	SMASHBURGER	118749	118749	43	Registered
Kuwait	SMASH Logo	95483	117050	43	Registered
Kuwait	SMASHBURGER	90523	111952	43	Registered
Kuwait	SMASHBURGER in Arabic		125783	43	Pending
Kuwait	SMASHBURGER Oval Logo in Arabic lettering		125782	43	Pending
Kuwait	SMASHED FRESH. SERVED DELICIOUS.		132074	43	Pending
Lebanon	SMASH Logo	132836	132836	43	Registered
Lebanon	SMASHBURGER	130248	130248	43	Registered
Malaysia	SMASHBURGER		2011-051067	43	Pending
Mexico	SMASHBURGER	1243976	1,174,530	43	Registered
Morocco	SMASHBURGER	1041684	A0019975	43	Registered
New Zealand	SMASH Logo	835311	835311	43	Registered

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS	STATUS
New Zealand	SMASHBURGER	824533	824533	43	Registered
Nicaragua	SMASHBURGER		2011-002074	43	Pending
Norway	SMASH (stylized and/or with design)	1064459	201101423	43	Registered
Norway	SMASHBURGER	1041684	A0019975	43	Registered
Oman	SMASH (stylized and/or with design)	1064459	A0022574	43	Registered
Oman	SMASHBURGER		A0019975	43	Pending
Panama	SMASHBURGER	201214	201214	43	Registered
Philippines	SMASHBURGER	4-2011-500687	4-2011-500687	43	Registered
Puerto Rico	SMASHBURGER		76,612		Pending
Qatar	SMASHBURGER		68452	42	Pending
Qatar	SMASHBURGER in Arabic		71743	42	Pending
Qatar	SMASHBURGER Oval Logo in Arabic characters		71744	42	Pending
Republic of Korea (South)	SMASH (stylized and/or with design)	1064459	A0022574	43	Registered
Republic of Korea (South)	SMASHBURGER	1041684	A0019975	43	Registered
Russian Federation	SMASH (stylized and/or with design)	1064459	A0022574	43	Registered
Russian Federation	SMASHBURGER	1041684	A0019975	43	Registered
Saudi Arabia	SMASH Logo	1344/91	163095	43	Registered
Saudi Arabia	SMASHBURGER	1282/23	155258	43	Registered
Saudi Arabia	SMASHBURGER in Arabic		175281	43	Pending
Saudi Arabia	SMASHBURGER Oval Logo in Arabic		175282	43	Pending
Saudi Arabia	SMASHED FRESH. SERVED DELICIOUS.		184658	43	Pending
Singapore	SMASHBURGER	1041684	T11110094D	43	Registered
St. Maarten	SMASHBURGER	13832	5D-11241	43	Registered
Switzerland	SMASH (stylized and/or with design)	1064459	A0022574	43	Registered
Switzerland	SMASHBURGER	1041684	A0019975	43	Registered
Taiwan	SMASHBURGER	1493564	100021032	43	Registered
Turkey	SMASH	2006 38702	2006/38702	43	Registered
Turkey	SMASHBURGER		A0019975	43	Pending
Ukraine	SMASHBURGER	1041684	A0019975	43	Registered

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS	STATUS
United Arab Emirates	SMASH Logo		152866	43	Pending
United Arab Emirates	SMASHBURGER		143222	43	Pending
United Arab Emirates	SMASHBURGER in Arabic		166460	43	Pending
United Arab Emirates	SMASHBURGER Oval Logo in Arabic		166461	43	Pending
United States of America	HOME OF THE SMASHBURGER	4,045,713	77/426,393	43	Registered
United States of America	SM SHBURGER (stylized and/or with design)	3,815,016	77/427,451	43	Registered
United States of America	SM*SHBURGER	3,644,557	77/427,392	43	Registered
United States of America	SM*SHBURGER (stylized and/or with design)	3,644,555	77/427,369	43	Registered
United States of America	SMASH	3,644,558	77/427,397	43	Registered
United States of America	SMASH (stylized and/or with design)	3,648,448	77/426,369	43	Registered
United States of America	SMASH.SIZZLE.SAVOR	3,432,241	77/113,994	43	Registered
United States of America	SMASHBURGER	3,531,675	77/107,650	43	Registered
United States of America	SMASHBURGER & Design	3,531,758	77/155,200	43	Registered
United States of America	SMASHCHICKEN	3,622,398	77/582,819	30	Registered
United States of America	SMASHDOGS	3,852,941	77/932,243	30	Registered
United States of America	SMASHED FRESH. SERVED DELICIOUS.	4,213,598	85/543,349	43	Registered
United States of America	SMASHFRIES	3,852,940	77/932,241	29	Registered
United States of America	SMASHMOBILE	3,739,548	77/760,241	43	Registered
United States of America	SMASHSALADS	3,863,221	77/932,245	29	Registered
United States of America	SMASHSIDES	3,863,222	77/932,250	29	Registered
United States of America	SMASHWEDGE	3,622,400	77/583,165	29	Registered
United States of America	SPREAD THE BURGER LOVE	3,854,665	77/764,640	43	Registered

COUNTRY	TRADEMARK	REGISTRATION NO.	APPLICATION NO.	CLASS	STATUS
Venezuela	SMASHBURGER		2011-011452	43	Pending
WIPO	SMASH (stylized and/or with design)	1064459	1064459	43	Registered
WIPO	SMASHBURGER	1041684	1041684	43	Registered
Yemen	SMASHBURGER	43623	55934	43	Registered

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