### 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  |
|------------------------|----------|----------------|--------------|
| Barney's Bar-B-Q, Inc. |          | 07/31/2013     | CORPORATION: |

### RECEIVING PARTY DATA

| Name:           | Portillo's Hot Dogs, Inc. |  |
|-----------------|---------------------------|--|
| Street Address: | 2001 Spring Road          |  |
| City:           | Oak Brook                 |  |
| State/Country:  | ILLINOIS                  |  |
| Postal Code:    | 60523                     |  |
| Entity Type:    | CORPORATION: DELAWARE     |  |

### PROPERTY NUMBERS Total: 1

| Property Type        | Number  | Word Mark  |
|----------------------|---------|------------|
| Registration Number: | 1948600 | BARNELLI'S |

#### CORRESPONDENCE DATA

Fax Number: 6306272145

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

Phone: 6306274552

Email: patlawfirm@yahoo.com

Correspondent Name: James N. Videbeck

Address Line 1: 1 S 376 Summit Avenue, Court C
Address Line 4: Oakbrook Terrace, ILLINOIS 60181

| ATTORNEY DOCKET NUMBER: | PORTILLOS           |
|-------------------------|---------------------|
| NAME OF SUBMITTER:      | James N. Videbeck   |
| Signature:              | /James N. Videbeck/ |
| Date:                   | 08/09/2013          |

Total Attachments: 1

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TRADEMARK REEL: 005088 FRAME: 0959

# Assignment

WHEREAS, Barney's Bar-B-Q, Inc., having a place of business at 2001 Spring Road, Oak Brook Illinois 60523, has adopted and used in its business the trademark BARNELLI'S, which is registered under the Registration No. 1948600;

WHEREAS, Portillo's Hot Dogs, Inc., located and doing business at 2001 Spring Road, Oak Brook Illinois 60523, is desirous of acquiring said mark;

NOW, THEREFORE, in consideration of and in exchange for five dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Barney's Bar-B-Q, Inc. does sell, assign, transfer, and set over unto said Portillo's Hot Dogs, Inc. the entire right, title and interest in, to and under all of said trademark and the registration thereof, together with the good will of the business in connection with which the said mark is used.

Barney's Bar-B-Q, Inc.

Title: Richard J. Portillo, President

Dated: July 31, 2013
State of Illinois )
) ss

County of DuPage )

RECORDED: 08/09/2013

On this 31 day of July, 2013, before me appeared Richard J. Portillo to me personally known, who, being by me duly sworn, did say that he is the President of Barney's Bar-B-Q, Inc. and that said instrument was signed on behalf of said corporation by authority of its Board of Directors, and said Richard J. Portillo acknowledged said instrument to be the free act and deed of said corporation.

Notary Public

OFFICIAL SEAL
SUSAN B SHELTON
NOTARY PUBLIC - STATE OF ILLINOIS
MY COMMISSION EXPIRES (MOAN)?

TRADEMARK
REEL: 005088 FRAME: 0960