

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
Crumb Corps, LLC		01/24/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Cookies by Design, Inc.
Street Address:	1865 Summit Avenue
Internal Address:	Suite 607
City:	Plano
State/Country:	TEXAS
Postal Code:	75074
Entity Type:	CORPORATION: TEXAS

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	3159523	COOKIES BY DESIGN THE ORIGINAL COOKIE BO
Registration Number:	3159524	COOKIES BY DESIGN THE ORIGINAL COOKIE BO
Registration Number:	3276452	BOUTRAY
Registration Number:	1992298	COOKIE BOUQUET
Registration Number:	1994339	COOKIE BOUQUET
Registration Number:	3276446	COOKIE BOUTRAY
Registration Number:	3198958	COOKIE COLLEGE
Registration Number:	2094723	COOKIE CRUMBS
Registration Number:	2103004	COOKIE DOUGH
Registration Number:	3198718	COOKIE KABOB
Registration Number:	3825636	COOKIEMAIL
Registration Number:	1728507	COOKIES BY DESIGN
Registration Number:	1892289	COOKIES BY DESIGN

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Registration Number:	3236242	COOKIES BY DESIGN
Registration Number:	3236240	COOKIES BY DESIGN
Registration Number:	3130382	COOKIES BY DESIGN THE ORIGINAL COOKIE BO
Registration Number:	2798956	GIFTS THAT TASTE AS GOOD AS THEY LOOK
Registration Number:	1882398	ORIGINAL COOKIE BOUQUET
Registration Number:	1992297	ORIGINAL COOKIE BOUQUET
Registration Number:	2108612	SAY IT WITH COOKIES
Registration Number:	2946603	TASTEFUL GREETINGS

CORRESPONDENCE DATA

Fax Number: 9729310124
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 9729310022
Email: christianne.edlund@mullinlawpc.com
Correspondent Name: Christianne Edlund
Address Line 1: 2425 N. Central Expressway
Address Line 2: Suite 200
Address Line 4: Richardson, TEXAS 75080

NAME OF SUBMITTER:	Christianne Edlund
Signature:	/Christianne Edlund/
Date:	10/31/2013

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

This Assignment is made effective as of the 24th day of January, 2011, between Crumb Corps, LLC, a Delaware limited liability company ("Assignor") and Cookies by Design, Inc., a Texas corporation ("Assignee").

WHEREAS, Assignor owns the service mark "COOKIES BY DESIGN", and other trademarks, service marks, slogans, and indicia of origin relating to the operation of COOKIES BY DESIGN[®] retail shoppes (collectively, the "Trademarks");

WHEREAS, Assignor has registered the following marks on the Principal Register of the U.S. Patent and Trademark Office (collectively referred to as the "Registrations"):

- "COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY" (stylized design) Registration No. 3159524;
- "COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY" (stylized design) Registration No. 3159523;
- "BOUTRAY" (standard character) Registration No. 3276452;
- "COOKIE BOUQUET" (standard character) Registration No. 1992298;
- "COOKIE BOUQUET" (standard character) Registration No. 1994339;
- "COOKIE BOUTRAY" (standard character) Registration No. 3276446;
- "COOKIE COLLEGE" (standard character) Registration No. 3198958;
- "COOKIE CRUMBS" (standard character) Registration No. 2094723;
- "COOKIE DOUGH" (standard character) Registration No. 2103004;
- "COOKIE KABOB" (standard character) Registration No. 3198718;
- "COOKIEMAIL" (standard character) Registration No. 3825636;
- "COOKIES BY DESIGN" (standard character) Registration No. 1728507;
- "COOKIES BY DESIGN" (standard character) Registration No. 1892289;
- "COOKIES BY DESIGN" (stylized design) Registration No. 3236242;
- "COOKIES BY DESIGN" (stylized design) Registration No. 3236240;
- "COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY" (stylized design) Registration No. 3130382
- "GIFTS THAT TASTE AS GOOD AS THEY LOOK" (standard character) Registration No. 2798956
- "ORIGINAL COOKIE BOUQUET" (standard character) Registration No. 1882398;
- "ORIGINAL COOKIE BOUQUET" (standard character) Registration No. 1992297;
- "SAY IT WITH COOKIES" (standard character) Registration No. 2108612;
- "TASTEFUL GREETINGS" (standard character) Registration No. 2946603.

WHEREAS, Assignor warrants and represents that no rights in any of the Trademarks, or any of the Registrations has been granted by the Assignor; and

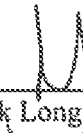
WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to accept, assignment of the Trademarks and Registrations, and all good will symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, and Assignee hereby accepts, the following:

All right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and all rights in and to the Registrations, as identified above.

ASSIGNOR:

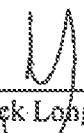
Crumb Corps, LLC
a Delaware limited liability company

By: 
Jack Long, Chief Executive Officer

Date: 10.31.13

ASSIGNEE:

Cookies by Design, Inc.
a Texas corporation

By: 
Jack Long, Chief Executive Officer

Date: 10.31.13.