

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
Friendly's IP, LLC		10/28/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Poof-Slinky, LLC		
Street Address:	4280 S. Haggerty Road		
City:	Canton		
State/Country:	MICHIGAN		
Postal Code:	48188		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85897497	SLINKY DOGS	
CORRESPONDENCE DATA			
Fax Number:	2155405818		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	215 540 9200		
Email:	docketing@howsoniplaw.com		
Correspondent Name:	Stanley B. Kita, Howson & Howson LLP		
Address Line 1:	Building 620, Suite 210		
Address Line 2:	350 Sentry Parkway		
Address Line 4:	Blue Bell, PENNSYLVANIA 19422		
ATTORNEY DOCKET NUMBER:	SLINKY DOGS		
NAME OF SUBMITTER:	Bea Houwen		
Signature:	/Bea Houwen/		

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Date:

11/21/2013

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, Friendly's IP, LLC, a Delaware limited liability company, with a place of business at 1855 Boston Road, Wilbraham, Massachusetts 01095, (hereinafter "ASSIGNOR") is the owner of the entire right, title and interest, including goodwill in the trademark SLINKY DOGS described in an application for Federal registration S.N. 85/897,497 filed on April 8, 2013 (hereinafter "MARK"); and

WHEREAS, Poof-Slinky, LLC a Michigan limited liability company, having its principal place of business at 4280 S. Haggerty Road, Canton, Michigan 48188, (hereinafter "ASSIGNEE") wishes to acquire ASSIGNOR'S entire right, title and interest in and to the MARK, and the goodwill symbolized by the MARK;

WHEREAS, ASSIGNOR and ASSIGNEE wish to memorialize the trademark acquisition in an instrument suitable for recording;

NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and valuable consideration, including the covenants and undertakings set forth in an Agreement between ASSIGNOR and ASSIGNEE bearing even date herewith, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE, ASSIGNOR'S entire right, title and interest in and to said MARK, together with the entire goodwill of the business symbolized by the MARK, the same to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held by ASSIGNOR had this Assignment not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this ASSIGNMENT to be executed by its duly authorized officer this 28th day of October, 2013.

Friendly's IP, LLC

By: Robert K. Sawyer Jr.
Robert K. Sawyer, Jr.
Its: Senior Vice President,
General Counsel and Secretary

ACKNOWLEDGMENT

Commonwealth of Massachusetts :
County of Hampden : ss.:

On this 28th day of October, 2013, before me, the undersigned officer, personally appeared Robert K. Sawyer Jr., who acknowledged himself to be the Senior Vice President and Secretary of Friendly's IP, LLC, a limited liability company, and that he, as such officer, being authorized to do so, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by himself as Senior Vice President and Secretary.

In witness whereof I hereunto set my hand and official seal.

Deanna J. Bourassa
Deanna J. Bourassa
Notary Public

