

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

Name	Formerly	Execution Date	Entity Type
Cold Stone Creamery, Inc.		12/31/2013	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	Kahala Franchising, L.L.C.
Street Address:	9311 E. Via de Ventura
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85258
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA

PROPERTY NUMBERS Total: 43

Property Type	Number	Word Mark
Serial Number:	85879300	ULTIMATE ICE CREAM EXPERIENCE
Registration Number:	3356183	EVERYBODY'S
Registration Number:	3352117	OURS
Registration Number:	3352116	MINE
Registration Number:	3161605	COLD STONE CREAMERY
Registration Number:	3103205	COLD STONE CREAMERY
Registration Number:	2779570	COLD STONE CREAMERY
Registration Number:	2779569	COLD STONE CREAMERY
Registration Number:	2779567	COLD STONE CREAMERY
Registration Number:	2779566	COLD STONE CREAMERY
Registration Number:	2797563	CHEESECAKE FANTASY
Registration Number:	2721601	COFFEE LOVERS ONLY
Registration Number:	2717638	BERRY BERRY BERRY GOOD
Registration Number:	2717637	FOUNDER'S FAVORITE

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Registration Number:	2724383	APPLE PIE A LA COLD STONE
Registration Number:	3124657	RED PAN
Registration Number:	2877683	
Registration Number:	2856910	MUD PIE MOJO
Registration Number:	2844128	GERMANCHÖKOLÄTEKÄKE
Registration Number:	2776953	MIDNIGHT DELIGHT
Registration Number:	3606053	ALL LOVIN' NO OVEN
Registration Number:	3606052	THAT'S HOW I ROLL
Registration Number:	3606051	THE PIE WHO LOVED ME
Registration Number:	3619308	COOKIE MINTSTER
Registration Number:	3619304	PEANUT BUTTER CUP PERFECTION
Registration Number:	3619300	COOKIE DOUGHN'T YOU WANT SOME
Registration Number:	3594831	STRAWBERRY BANANA RENDEZVOUS
Registration Number:	3597903	BANANA CARAMEL CRUNCH
Registration Number:	3580400	OUR STRAWBERRY BLONDE
Registration Number:	3580399	CHOCOLATE DEVOTION
Registration Number:	3708156	COLD STONE CREAMERY
Registration Number:	3714496	COLD STONE CREAMERY
Registration Number:	3708030	COLD STONE CREAMERY
Registration Number:	3572559	GERMANCHÖKOLÄTEKÄKE
Registration Number:	3572558	MINT MINT CHOCOLATE CHOCOLATE CHIP
Registration Number:	3392391	10-MINUTE VACATION
Registration Number:	3624030	IMIX AMERICA
Registration Number:	2789528	CREATIONS COLD STONE ORIGINALS
Registration Number:	2691919	COLD STONE
Registration Number:	3167072	CAKE BATTER ICE CREAM
Registration Number:	2542783	COLD STONE CREAMERY
Registration Number:	2492521	IT'S A GREAT DAY FOR ICE CREAM
Registration Number:	1968506	COLD STONE CREAMERY

CORRESPONDENCE DATA

Fax Number: 4803624816

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

Phone: 480-362-4800

Email: rlmitchell@kahalamgmt.com

TRADEMARK
REEL: 005196 FRAME: 0271

Correspondent Name: Renee Mitchell
Address Line 1: 9311 E. Via de Ventura
Address Line 4: Scottsdale, ARIZONA 85258

ATTORNEY DOCKET NUMBER:	COLD STONE CREAMERY
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NAME OF SUBMITTER:	Renee Mitchell
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Signature:	/Renee Mitchell/
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Date:	01/17/2014
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Total Attachments: 4

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ASSIGNMENT AGREEMENT

This Assignment Agreement ("Assignment") is made effective as of December 31, 2013 ("Effective Date"), by and between COLD STONE CREAMERY, INC., an Arizona corporation ("ASSIGNOR"), and KAHALA FRANCHISING, L.L.C., an Arizona limited liability company ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks listed in "Exhibit A", attached hereto and incorporated by reference herein, and all common law marks adopted and used by ASSIGNOR (individually and collectively, "Marks"), together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks; and

WHEREAS, ASSIGNEE desires to acquire all of ASSIGNOR's rights, title, and interest in and to the Marks and the goodwill symbolized thereby.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably sells, assigns, transfers, and conveys to ASSIGNEE all of its right, title, and interest in and to the Marks, as well as ASSIGNOR's right, title, and interest of every kind and character throughout the world, including, without limitation, all federal, state, foreign, statutory and common law and other rights and all domestic and foreign trademark applications and registrations therefor (and all extensions and renewals of such applications and registrations, and the right to apply for any of the foregoing), together with the goodwill of the business associated with the Marks, the same to be held and enjoyed by ASSIGNEE, its successors, assigns, and other legal representatives.

ASSIGNOR further assigns to ASSIGNEE all rights to sue for and receive all damages accruing from past, present, and future infringements or misappropriations of the Marks herein assigned.

This Assignment shall be binding upon the parties, their successors and/or assigns, and all others acting by, through, with, or under their direction, and all those in privity therewith.


ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in and to the Marks.

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IN WITNESS WHEREOF the parties have duly executed and delivered this Assignment Agreement as of the day and year first above written.

ASSIGNOR:

COLD STONE CREAMERY, INC., an Arizona corporation

By: 
Name: Michael Hagan
Its: EV & Genl Counsel

ASSIGNEE:

KAHALA FRANCHISING, L.L.C., an Arizona limited liability company


By: 
Name: Robert Mitchell
Its: SEVP and Assistant General Counsel / Site member

EXHIBIT A

Schedule of Trademarks and Intellectual Property

<u>TRADEMARK/ SERVICEMARK</u>	<u>SERIAL No./ REG. No.</u>	<u>STATUS</u>	<u>FILING DATE/ REGISTRATION DATE</u>
ULTIMATE ICE CREAM EXPERIENCE	85879300	Pending	March 18, 2013
EVERYBODY'S	3356183	Registered	December 18, 2007
OURS	3352117	Registered	December 11, 2007
MINE	3352116	Registered	December 11, 2007
COLD STONE CREAMERY	3181605	Registered	October 24, 2006
COLD STONE CREAMERY	3103205	Registered	June 13, 2006
COLD STONE CREAMERY	2779570	Registered	November 4, 2003
COLD STONE CREAMERY	2779569	Registered	November 4, 2003
COLD STONE CREAMERY	2779567	Registered	November 4, 2003
COLD STONE CREAMERY	2779566	Registered	November 4, 2003
CHEESECAKE FANTASY	2797563	Registered	December 23, 2003
COFFEE LOVERS ONLY	2721601	Registered	June 3, 2003
BERRY BERRY BERRY GOOD	2717638	Registered	May 20, 2003
FOUNDER'S FAVORITE	2717637	Registered	May 20, 2003
APPLE PIE A LA COLD STONE	2724383	Registered	June 10, 2003
RED PAN	3124657	Registered	August 1, 2006
	2877683	Registered	August 24, 2004
MUD PIE MOJO	2856910	Registered	June 22, 2004
GERMANCHÖKOLÄTEKÄKE	2844128	Registered	May 18, 2004
MIDNIGHT DELIGHT	2776953	Registered	October 21, 2003
ALL LOVIN' NO OVEN	3606053	Registered	April 14, 2009
THAT'S HOW I ROLL	3606052	Registered	April 14, 2009
THE PIE WHO LOVED ME	3606051	Registered	April 14, 2009
COOKIE MINTSTER	3619308	Registered	May 12, 2009
PEANUT BUTTER CUP PERFECTION	3619304	Registered	May 12, 2009
COOKIE DOUGHN'T YOU WANT SOME	3619300	Registered	May 12, 2009
STRAWBERRY BANANA RENDEZVOUS	3594831	Registered	March 24, 2009
BANANA CARAMEL CRUNCH	3597903	Registered	March 31, 2009
OUR STRAWBERRY BLONDE	3580400	Registered	February 24, 2009
CHOCOLATE DEVOTION	3580399	Registered	February 24, 2009
COLD STONE CREAMERY	3708156	Registered	November 10, 2009
COLD STONE CREAMERY	3714496	Registered	November 24, 2009
COLD STONE CREAMERY	3708030	Registered	November 10, 2009
GERMANCHÖKOLÄTEKÄKE	3572559	Registered	February 10, 2009
MINT MINT CHOCOLATE CHOCOLATE CHIP	3572558	Registered	February 10, 2009
10-MINUTE VACATION	3392391	Registered	March 4, 2008
IMIX AMERICA	3624030	Registered	May 19, 2009
CREATIONS COLD STONE ORIGINALS	2789528	Registered	December 2, 2003
COLD STONE	2691919	Registered	March 4, 2003

CAKE BATTER ICE CREAM	3167072	Registered	November 7, 2006
COLD STONE CREAMERY	2542783	Registered	February 26, 2002
IT'S A GREAT DAY FOR ICE CREAM	2492521	Registered	September 25, 2001
COLD STONE CREAMERY	1968506	Registered	April 16, 1996