

## 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
Umami Mia Pizzeria, LLC		01/24/2014	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Umami Burger Licensing USA, LLC		
Street Address:	7966 Beverly Boulevard		
Internal Address:	First Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90048		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85625379	UMAMI MIA	
Serial Number:	86045543	UMAMI MIA PIZZERIA	
CORRESPONDENCE DATA			
Fax Number:	3129800765		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-269-8000		
Email:	mhoffman@ngelaw.com		
Correspondent Name:	Lee Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	25947.0701		
NAME OF SUBMITTER:	Lee J. Eulgen		

TRADEMARK

Signature:	/Lee J. Eulgen/
Date:	02/05/2014
Total Attachments: 3 source=Umami Mia - Assignment#page1.tif source=Umami Mia - Assignment#page2.tif source=Umami Mia - Assignment#page3.tif	

## TRADEMARK ASSIGNMENT AND LICENSE AGREEMENT

This Trademark Assignment and License Agreement (the "Agreement"), entered into as of the last date signed below (the "Effective Date"), is by and between Umami Burger Licensing USA, LLC, a Delaware limited liability company ("Umami Burger"), and Umami Mia Pizzeria, LLC, a Texas limited liability company, Adam Weisberg, Mark Turner, and Rick Engel (collectively "Umami Mia").

## **AGREEMENT**

2.1 Assignment to Umami Burger: Umami Mia hereby transfers and assigns to Umami Burger all rights, title, and interest in the Umami Mia Marks, including U.S. Ser. Nos. 85/625,379 and 86/045,543, together with the goodwill represented by the Umami Mia Marks.

UMAMI BURGER LICENSING USA,  
LLC

By: [Signature]

Name: ARMEL HALMI

Title: CEO (President of  
Corporate Operations

Date: 1/24/14

UMAMI MIA PIZZERIA, LLC

By: [Signature]

Name: Mark Turner

Title: Manager

Date: 1/24/14