

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305654

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Taco Bell Corp.		05/13/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Taco Bell Foundation		
Street Address:	1 Glen Way		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85856655	GRADUATE FOR MÁS	
CORRESPONDENCE DATA			
Fax Number:	9723387899		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9723387263		
Email:	leanne.stendell@tacobell.com		
Correspondent Name:	Leanne Stendell		
Address Line 1:	7100 Corporate Drive		
Address Line 4:	Plano, TEXAS 75024		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT TB		
NAME OF SUBMITTER:	Leanne Stendell		
SIGNATURE:	/Leanne Stendell/		
DATE SIGNED:	05/27/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of April 28, 2014, (the "Effective Date"), by and between TACO BELL CORP., a California corporation ("Assignor"), and TACO BELL FOUNDATION, a California non-profit public benefit corporation ("Assignee"), both having an address at 1 Glen Way, Irvine, California 92618, USA.

WHEREAS, Assignor, the owner of the trademark GRADUATE FOR M&S & Design (the "Trademark"), including U.S. Trademark Application No. 85/856,655 therefor, is desirous of assigning said Trademark to Assignee pursuant to the terms of this Assignment.

NOW THEREFORE, in consideration of the mutual covenants of the parties, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all worldwide right, title and interest in and to the Trademark together with all corresponding goodwill, as well as Assignor's right to sue for and obtain remedies against past, present and future infringements of any or all of the foregoing, and all rights of priority and protection of interests therein under the laws of any jurisdiction worldwide.

This Assignment, and all the terms and provisions hereof, shall be binding upon and shall inure to the benefit of the parties, and their respective successors and assigns.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed.

ASSIGNOR: TACO BELL CORP.

By: 

Name: Cecil Weston, Jr.

Title: Vice President & Global General Counsel

Date: 13 May 2014

ASSIGNEE: TACO BELL FOUNDATION

By: 

Name: AMY S. DAVANAUGH

Title: Chief Public Affairs Officer

Date: 5/12/14