

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM306653

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ECRI, Inc.	FORMERLY El Chico Restaurants, Inc.	06/04/2014	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ECRHC, Inc.		
<b>Street Address:</b>	12200 N. Stemmons Freeway, Suite 100		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75234		
<b>Entity Type:</b>	CORPORATION: TEXAS		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1485682	CUELLARS' EL CHICO SINCE 1929 FINE MEXIC	
<b>Registration Number:</b>	0929775	EL CHICO	
<b>Registration Number:</b>	0929751	EL CHICO	
<b>Registration Number:</b>	2428206	EL CHICO CAFE	
<b>Registration Number:</b>	2294461	EL CHICO CAFE MEXICAN FOOD SINCE 1940	
<b>Registration Number:</b>	2076227	LA PRIMERA	
<b>Registration Number:</b>	2194444	MEXICAN MARTINI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2147568779		
<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>			
<b>Phone:</b>	214-740-8779		
<b>Email:</b>	RNail@lockelord.com		
<b>Correspondent Name:</b>	Robert E. Nail, Esq.		
<b>Address Line 1:</b>	2200 Ross Avenue, Suite 2200		
<b>Address Line 4:</b>	Dallas, TEXAS 75201-6776		
<b>ATTORNEY DOCKET NUMBER:</b>	0520616.72949		
<b>NAME OF SUBMITTER:</b>	Robert E. Nail		
<b>SIGNATURE:</b>	/Robert E. Nail/		

CH \$190.00 1485682

<b>DATE SIGNED:</b>	06/04/2014
---------------------	------------

**Total Attachments: 3**  
source=CONFIRMATORY IP ASSIGNMENT#page1.tif  
source=CONFIRMATORY IP ASSIGNMENT#page2.tif  
source=CONFIRMATORY IP ASSIGNMENT#page3.tif

**CONFIRMATORY INTELLECTUAL PROPERTY ASSIGNMENT**

WHEREAS, ECRI, Inc., a Texas corporation formerly known as El Chico Restaurants, Inc. and having its principal offices at 12200 N. Stemmons Freeway, Suite 100, Dallas, Texas 75234 ("Assignor"), is the owner of all right, title and interest in and to the U.S. and foreign service mark and trademark registrations and pending applications listed on Exhibit A attached hereto and incorporated herein by reference, as well as in all other intellectual property pertaining to Assignor's U.S. and foreign restaurant operations including, without limitation, the proprietary trade dress of Assignor as to the appearance, décor, and color scheme of Assignor's restaurants and all copyrights, trade secrets, tradenames, trademarks and/or service marks associated with Assignor's restaurant operations worldwide, whether registered or unregistered (collectively, the "Intellectual Property").


WHEREAS, ECRHC, Inc., a Texas corporation formerly known as El Chico Corporate Repository, Inc. and having its principal offices at 12200 N. Stemmons Freeway, Suite 100, Dallas, Texas 75234 ("Assignee"), is desirous of acquiring all right, title, and interest of Assignor in and to the Intellectual Property and in and to any registrations, renewals, and extensions thereof, and in each case together with the goodwill of the business connected therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and conveyed, and by these presents hereby sells, assigns, transfers, conveys, and delivers to Assignee all of Assignor's right, title, and interest in and to the Intellectual Property, together with the goodwill of the business symbolized by the Intellectual Property, and the right, if any, of Assignor to recover for damages and profits for past infringements of the Intellectual Property.

This Assignment is binding upon Assignor and its successors and assigns and shall inure to the benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 4th day of June, 2014.

ECRI, INC.  
a Texas corporation

By:   
\_\_\_\_\_  
Mark P. Lamm  
Chief Executive Officer

**EXHIBIT A**

<u>MARK</u>	<u>U.S. REGISTRATION NO.</u>	<u>U.S. REGISTRATION DATE</u>
	1,485,682	April 19, 1988
EL CHICO	929,775	February 22, 1972
EL CHICO	929,751	February 22, 1972
EL CHICO CAFE	2,428,206	February 13, 2001
	2,294,461	November 23, 1999
LA PRIMERA	2,076,227	July 1, 1997
MEXICAN MARTINI	2,194,444	October 6, 1998

<u>MARK / COUNTRY</u>	<u>FOREIGN REGISTRATION NO. / APPLICATION NO.</u>	<u>FOREIGN REGISTRATION DATE / FILING DATE</u>
EL CHICO Madrid Protocol Application designating European Community, China, Japan, Korea, Singapore, and Turkey for protection.	955728	04/03/08
EL CHICO India	1658435	02/27/08
EL CHICO & DESIGN - China	703040	08/28/04

EL CHICO & DEVICE – Korea	25255	10/28/94
EL CHICO & DESIGN - Taiwan	74862	03/15/95
EL CHICO CAFE – Bahrain	52263	06/09/2009
EL CHICO CAFE – Egypt	193832	09/29/2009
EL CHICO CAFE – Kuwait	68693	05/21/2008
EL CHICO CAFE – Oman	41308	06/29/2008
EL CHICO CAFE – Qatar	42407	07/09/2009
EL CHICO CAFE – Saudi Arabia	1179/92	07/26/2010
EL CHICO CAFE – United Arab Emirates	91516	10/09/2008