

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308105

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gregg Donnenfeld		06/18/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	McDonald's Corporation		
Street Address:	One McDonald's Plaza		
City:	Oak Brook		
State/Country:	ILLINOIS		
Postal Code:	60523		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85877499	EGG WHITE DELIGHT	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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:	312-269-8000		
Email:	mbenson@ngelaw.com		
Correspondent Name:	John A. Cullis		
Address Line 1:	Neal, Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	049872-4971		
NAME OF SUBMITTER:	John A. Cullis		
SIGNATURE:	/John A. Cullis/		
DATE SIGNED:	06/19/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made this 19th day of June, 2014 by McDonald's Corporation ("Assignee"), a corporation organized under the laws of the State of Delaware, with a principal place of business at One McDonald's Plaza, Oak Brook, Illinois 60523, and Mr. Gregg Donnenfeld ("Assignor"), having an address of 6 Wren Drive, Roslyn, New York 11576.

WHEREAS, Assignee and Assignor have entered into a Settlement Agreement, dated as of June 18, 2014 ("Settlement Agreement"), pursuant to which Assignor has agreed to sell, transfer, convey, assign and deliver, and Assignee has agreed to purchase, all of Assignor's right, title and interest in and to the "EGG WHITE DELIGHT" mark, together with all common law rights in and all trademark applications for (including U.S. Trademark Application Serial No. 85/877,499) (collectively, the "Trademark"), as well as that portion of the ongoing and existing business of Assignor in connection with which Assignor has a *bona fide* intent to use the Trademark, and the goodwill of said business for which Assignor has a *bona fide* intent to use the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark, together with that portion of Assignor's ongoing and existing business in connection with which it has a *bona fide* intent to use the Trademark, and the goodwill of said business for which Assignor has a *bona fide* intent to use the Trademark, including without limitation: (i) any damages and payments for past or future infringements thereof, (ii) the right to sue for past, present and future infringements of the Trademark, and (iii) all rights to oppose applications for the registration of confusingly similar marks. Such right, title and interest shall be held and enjoyed by Assignee, for its own use and on behalf of its successors, legal representatives and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor, had this sale and assignment not been made.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of the Trademark and to issue all registrations for said Trademark to Assignee, as assignee of U.S. Trademark Application Serial No. 85/877,499, for the sole use and enjoyment of the Assignee, its successors, legal representatives and assigns.

This Assignment is subject and subordinate to all of the terms and provisions of the Settlement Agreement, and in the event of any conflict between any term or provision hereof and any term or provision of the Settlement Agreement, the Settlement Agreement shall control.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed as of the day and year first written above.

GREGG DONNENFELD

Signature: Gregg Donnfeld

Title: Applicant

Date: 6/18/14

Subscribed and sworn to before me this 18th day of June, 2014.

SEAL

Cynthia A. Shivers
Notary Public

My commission expires: 03/26/2015

