

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM308251

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TJF USA, LLC		06/19/2014	LIMITED LIABILITY COMPANY: FLORIDA

RECEIVING PARTY DATA

Name:	Tijuana Flats Hot Foods, LLC
Street Address:	9439 Forest City Cove Road
Internal Address:	Suite 1000
City:	Altamonte Springs
State/Country:	FLORIDA
Postal Code:	32714
Entity Type:	LLC FLORIDA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2131823	SMACK MY ASS & CALL ME SALLY

CORRESPONDENCE DATA

Fax Number: 9048001329
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.
Phone: 904-612-3780
Email: dhill@fisherbroyles.com, docketing@fisherbroyles.com
Correspondent Name: Debra Hill
Address Line 1: 4600 Touchton Road
Address Line 2: Suite 150, Building 100
Address Line 4: Jacksonville, FLORIDA 32246

ATTORNEY DOCKET NUMBER:	01624 T009US
NAME OF SUBMITTER:	Debra Hill
SIGNATURE:	/debra hill/
DATE SIGNED:	06/20/2014

Total Attachments: 2
 source=Smack My Ass Assignment 061414#page1.tif
 source=Smack My Ass Assignment 061414#page2.tif

OP \$40.00 2131823

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into as of 6-19, 2014, by TJF USA, LLC, a Florida limited liability company ("Assignor") for the benefit of Tijuana Flats Hot Foods LLC, a Florida limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the United States trademark set forth below

Trademark	SMACK MY ASS & CALL ME SALLY
Reg. No.	2131823
Reg. Type	1A
Status	Registered
International Class	IC 030. US 046
Goods/Services	spices, sauces, condiments, namely, hot sauce, ketchup and salsa
Filing Date	June 3, 1996
Registration Date	January 27, 1998

(the "Trademark"); and

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor's right, title and interest in and to the Trademark, together with any goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof; and

WHEREAS, Assignee desires to acquire from Assignor all of Assignor's right, title and interest in and to the Trademark, together with any goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Trademark, together with all of the goodwill of the business in connection with which the Trademark is used and which is symbolized by the Trademark, along with the right to sue and recover damages and profits for past infringements thereof.

AND, we hereby bind ourselves, our heirs, legal representatives, administrators, and assigns properly to execute without further consideration any and all applications, petitions, oaths, and assignments or other papers and instruments which may be necessary in order to carry into full force and effect the sale, assignment, transfer, and conveyance hereby made or intended to be made

and generally do everything possible to aid Assignee and its legal representatives and assigns, to obtain and enforce proper protection for said Trademark in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment on this, the 3 day of July, 2014.

TJF USA, LLC

By: [Signature] (L.S.)
Name: NICOLE DIPIETRO
Title: VP

State of Florida

County of SEMINOLE

On this, the 3RD day of July, 2014, before me, a Notary Public, personally appeared NICOLE DIPIETRO, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument, the person or entity upon whose behalf he acted, executed the instrument.

[Signature] (Seal)
Notary Public
My Commission Expires: 5-29-18

