

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rivett Giacone Joint Venture, LLC		06/23/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Giacone Enterprises, Inc.		
Street Address:	241 Delaware Avenue		
City:	Elsmere		
State/Country:	NEW YORK		
Postal Code:	12054		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2561115	MY PLACE & CO.	
CORRESPONDENCE DATA			
Fax Number:	8663082252		
Phone:	2029068611		
Email:	ipmail@dykema.com,mgentner@dykema.com		
<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>			
Correspondent Name:	Marsha G. Gentner		

Address Line 1:	1300 I Street, N.W., Suite 300 West
Address Line 4:	Washington, D.C. 20015
ATTORNEY DOCKET NUMBER:	067163-0002
NAME OF SUBMITTER:	Marsha G. Gentner
Signature:	/Marsha G. Gentner/
Date:	07/03/2014
Total Attachments: 1 source=My Place & Co assn executed#page1.tif	
RECEIPT INFORMATION	
ETAS ID:	TM309702
Receipt Date:	07/03/2014
Fee Amount:	\$40

TRADEMARK ASSIGNMENT

This Assignment and agreement is made by and between Rivett Giacone Joint Venture, LLC, a Delaware limited liability company, whose address is 1910 Eighth Avenue NE, Aberdeen, South Dakota 57401 [hereinafter "Assignor"], and Giacone Enterprises, Inc., aka My Place & Company, a New York corporation, whose address is 241 Delaware Avenue, Elsmere, New York 12054 [hereinafter "Assignee"].

WHEREAS, Assignor is the owner of the trademark My Place & Co. (stylized) & Design, for restaurant services [hereafter the "Assigned Mark"], and the U.S. service mark registration therefor, no. 2,561,115;

WHEREAS, Assignor and Assignee are affiliated and related entities; and

WHEREAS, Assignor and Assignee desire that all right, title and interest in and to the Assigned Mark and the U.S. registration therefor be transferred to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid Assigned Mark, and the U.S. service mark registration therefor, no. 2,561,115, together with the whole of the goodwill of the business symbolized by said Assigned Mark, the same to be held and enjoyed by the Assignee for its own use and enjoyment, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the Assigned Mark, with the right to sue for and collect the same for Assignee's own use and behalf.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed the foregoing instrument, as of the dates set forth below.

GIACONE ENTERPRISES, INC.,
AKA MY PLACE & COMPANY

RIVETT GIACONE JOINT VENTURE, LLC

By: *James A. Giacone*
Name: JAMES A. GIACONE
Title: POSSIDENT
Date: 10/23/14

By: *Ryan J. Rivett*
Name: Ryan J. Rivett
Title: Manager
Date: 10/23/14