

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM316243

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crumbs Holdings LLC		08/29/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Lemonis Fischer Acquisition Company, LLC		
Street Address:	701 Cedar Lake Blvd.		
City:	Oklahoma City		
State/Country:	OKLAHOMA		
Postal Code:	73114		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3696945	SERVING SMILES DAILY	
Registration Number:	3717588	MADE BY HAND. BAKED WITH LOVE	
Registration Number:	3720870	CRUMBS BAKE SHOP	
Registration Number:	3720871	CRUMBS BAKE SHOP	
Registration Number:	4487285	CRUMBS BAKE SHOP	
Registration Number:	4525373	CRUMBS	
Registration Number:	4525374	CRUMBS BAKE SHOP	
Registration Number:	4525444	CRUMBS GLUTEN FREE	
Serial Number:	86272956	1-800-CUPCAKES	
Serial Number:	86272965	1-800-CUPCAKES	
Serial Number:	86272972	1-800-CUPCAKES	
Serial Number:	86272980	1800CUPCAKES	
Serial Number:	86273007	1800CUPCAKES	
Serial Number:	86273015	1800CUPCAKES	
Serial Number:	86259119	CRUMBNUTS	
CORRESPONDENCE DATA			
Fax Number:	4052350439		
<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>			
TRADEMARK			

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Email: zach.oubre@mcafeetaft.com
Correspondent Name: Zachary A.P. Oubre
Address Line 1: 211 N. Robinson
Address Line 2: 10th Floor, Two Leadership Square
Address Line 4: Oklahoma City, OKLAHOMA 73102

ATTORNEY DOCKET NUMBER: 14058.00002

NAME OF SUBMITTER: Zachary A.P. Oubre

SIGNATURE: /Zachary A.P. Oubre/

DATE SIGNED: 09/05/2014

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Crumbs Holdings LLC, a Delaware limited liability company located at 110 West 40th Street, Suite 310, New York, New York 10018, has used and is using, and is the owner of the entire right, title and interest in and to the trademarks and the registrations identified in Exhibit A;

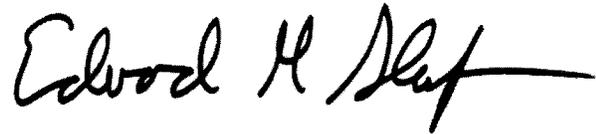
WHEREAS, Lemonis Fischer Acquisition Company, LLC, a Delaware limited liability company located at 701 Cedar Lake Blvd., Oklahoma City, Oklahoma 73114, is desirous of acquiring the entire right, title and interest of Crumbs Holdings LLC, in and to, and to the use of the trademarks identified in Exhibit A, together with the goodwill of the business connected with the use of and symbolized by the trademarks and the registrations therefor;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Crumbs Holdings LLC, hereby sells, assigns, transfers and conveys to Lemonis Fischer Acquisition Company, LLC, its entire right, title and interest in and to, and to the use of the trademarks identified in Exhibit A, together with the goodwill of the business connected with the use of and symbolized by the trademarks and the registrations therefor and the right to recover for past infringements of said trademarks.

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IN TESTIMONY WHEREOF, the undersigned has executed this Trademark Assignment as
of this 29th day of August, 2014.

Crumbs Holdings LLC

A handwritten signature in black ink, reading "Edward M. Slezak". The signature is written in a cursive style with a long horizontal flourish extending to the right.

By: _____

Name: Edward M. Slezak

Title: CEO and General Counsel

EXHIBIT A

United States Trademarks

Trademark	Filing Date	Reg. No./ Ser. No.	Reg. Date
SERVING SMILES DAILY	Oct. 30, 2008	3,696,945	Oct. 13, 2009
MADE BY HAND. BAKED WITH LOVE	Sept. 15, 2009	3,717,588	Dec. 1, 2009
CRUMBS BAKE SHOP	Oct. 24, 2008	3,720,870	Dec. 8, 2009
CRUMBS BAKE SHOP (and design)	Oct. 24, 2008	3,720,871	Dec. 8, 2009
CRUMBS BAKE SHOP (and design)	Jan. 18, 2013	4,487,285	Feb. 25, 2014
CRUMBS	Sept. 17, 2013	4,525,373	May 6, 2014
CRUMBS BAKE SHOP	Sept. 17, 2013	4,525,374	May 6, 2014
CRUMBS GLUTEN FREE	Sept. 23, 2013	4,525,444	May 6, 2014

United States Trademark Applications

Trademark	Filing Date	Ser. No.
1-800-CUPCAKES	May 6, 2014	86/272,956
1-800-CUPCAKES	May 6, 2014	86/272,965
1-800-CUPCAKES	May 6, 2014	86/272,972
1800CUPCAKES	May 6, 2014	86/272,980
1800CUPCAKES	May 6, 2014	86/273,007
1800CUPCAKES	May 6, 2014	86/273,015
CRUMBNUTS	May 22, 2014	86/259.119