

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320501

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Bank of New York Mellon Trust Company, N.A., as the Trustee		10/17/2014	national association: UNITED STATES

RECEIVING PARTY DATA

Name:	The Mrs. Fields' Brand, Inc.
Street Address:	1141 W. 2400 S.
City:	Salt Lake City
State/Country:	UTAH
Postal Code:	84119
Entity Type:	CORPORATION: DELAWARE
Name:	TCBY Systems, LLC
Street Address:	1141 W. 2400 S.
City:	Salt Lake City
State/Country:	UTAH
Postal Code:	84119
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 43

Property Type	Number	Word Mark
Registration Number:	3128273	BUNDLE OF TREATS
Registration Number:	3206130	BREEZER
Registration Number:	3206822	BREEZER SMOOTHIES
Registration Number:	3719280	MRS. FIELDS
Registration Number:	3719277	MRS. FIELDS
Registration Number:	3793695	MRS. FIELDS
Registration Number:	3384301	MRS. FIELDS
Registration Number:	3384300	MRS. FIELDS
Registration Number:	2741280	1-800-COOKIES
Registration Number:	2020111	NIBBLERS
Registration Number:	1840761	DEBRA'S SPECIAL
Registration Number:	1843103	COCOMAC
Registration Number:	1299149	MRS. FIELDS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1543094	GOOD ENOUGH NEVER IS
Registration Number:	1430447	THE ORIGINAL COOKIE CO.
Registration Number:	1404285	THE ORIGINAL COOKIE COMPANY, INC.
Registration Number:	1983184	MRS. FIELDS
Registration Number:	1374117	THE ORIGINAL COOKIE CO.
Registration Number:	1241619	MRS. FIELDS COOKIES
Registration Number:	1256315	MRS. FIELDS COOKIES
Registration Number:	3100861	TCBY
Registration Number:	3119997	TCBY
Registration Number:	3128159	YOVANA
Registration Number:	3560536	GET CULTURED. EAT YOGURT.
Registration Number:	2169323	JUICE WORKS
Registration Number:	2163218	SHIVER
Registration Number:	2054972	TCBY TREATS
Registration Number:	1978917	JUICE WORKS
Registration Number:	1901091	TCBY
Registration Number:	1776095	SENSIBLE TEMPTATIONS
Registration Number:	1773793	SUMMER COOLERS
Registration Number:	1757078	SUNDETTE
Registration Number:	1793248	MOO
Registration Number:	1726014	SUNDETTES
Registration Number:	1614096	YOG-A-BAR
Registration Number:	1672857	THE COUNTRY'S BEST YOGURT
Registration Number:	1567404	YOGWICH
Registration Number:	1562438	TCBY SHIVER
Registration Number:	1463784	TCBY
Registration Number:	1415194	"TCBY" THE COUNTRY'S BEST YOGURT
Registration Number:	1415353	TCBY
Registration Number:	1367174	"TCBY" THE COUNTRY'S BEST YOGURT
Registration Number:	1338536	TCBY YOGURT

CORRESPONDENCE DATA

Fax Number: 3129939767

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: 3129932647

Email: zeynep.gieseke@lw.com

Correspondent Name: Zeynep Gieseke

Address Line 1: 330 N. Wabash Avenue, Suite 2800

Address Line 2: Latham & Watkins LLP

TRADEMARK

REEL: 005383 FRAME: 0722

Address Line 4:	Chicago, ILLINOIS 60611
ATTORNEY DOCKET NUMBER:	045359-0006
NAME OF SUBMITTER:	Zeynep Gieseke
SIGNATURE:	/zg/
DATE SIGNED:	10/18/2014
Total Attachments: 12 source=Trademark Release for Indenture#page1.tif source=Trademark Release for Indenture#page2.tif source=Trademark Release for Indenture#page3.tif source=Trademark Release for Indenture#page4.tif source=Trademark Release for Indenture#page5.tif source=Trademark Release for Indenture#page6.tif source=Trademark Release for Indenture#page7.tif source=Trademark Release for Indenture#page8.tif source=Trademark Release for Indenture#page9.tif source=Trademark Release for Indenture#page10.tif source=Trademark Release for Indenture#page11.tif source=Trademark Release for Indenture#page12.tif	

**RELEASE OF SECURITY INTEREST IN
TRADEMARK RIGHTS**

This RELEASE, dated as of October 17, 2014, is made by The Bank of New York Mellon Trust Company, N.A., as trustee under the Indenture (in such capacity, the "Trustee") pursuant to the Indenture, dated as of October 24, 2008 (as amended, supplemented or otherwise modified from time to time, the "Indenture") and the Security Agreement, dated as of October 24, 2008 (as amended, supplemented or otherwise modified from time to time, the "Security Agreement"), in each case, among the Grantors (as defined below), the Trustee and the other parties party thereto. Capitalized terms not otherwise defined herein have the meaning assigned to them in the Security Agreement.

WITNESSETH

WHEREAS, GACCF, LLC, a Delaware limited liability company, PTF, LLC, a Delaware limited liability company, PMF, LLC, a Delaware limited liability company, TCBY Systems, LLC, a Delaware limited liability company, The Mrs. Fields' Brand, Inc., a Delaware corporation, and Mrs. Fields' Original Cookies, Inc., a Delaware corporation (collectively, the "Grantors") are parties to the Security Agreement;

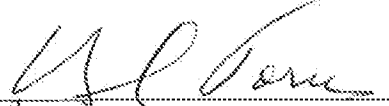
WHEREAS, pursuant to the Security Agreement, the Grantors executed the Trademark Security Agreement dated October 24, 2008, among the Grantors and the Trustee (the "Trademark Security Agreement") and recorded with the U.S. Patent and Trademark Office on October 30, 2008 at Reel/Frame No. 3880/0161, pursuant to which each Grantor granted to the Trustee, on behalf of and for the benefit of itself and the Holders, and to secure the prompt and complete payment and performance of all Secured Obligations, a security interest in all of its right, title and interest in, to and under the Trademark Collateral (as defined in the Trademark Security Agreement);

WHEREAS, pursuant to the Security Agreement, the Grantors have requested that the Trustee release its security interest in all of the Trademark Collateral.

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Trustee, without recourse, representation or warranty hereby (i) TERMINATES and RELEASES, with respect to each Grantor, all of its right, title and interest in and to the security interest in all of such Grantor's Trademark Collateral, including the trademark registrations and applications set forth in Schedule A, (ii) re-assigns to such Grantor any and all right, title or interest in may have in such Trademark Collateral, and (ii) agrees, confirms and acknowledges that the Trademark Security Agreement is hereby terminated. In addition, the Trustee agrees, at the Grantors' sole cost and expense, to provide the Grantors with further information and additional authorization reasonably necessary to evidence such release as may be reasonably requested by the Grantors.

IN WITNESS WHEREOF, the Trustee has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

THE BANK OF NEW YORK MELLON
TRUST COMPANY, N.A.,
as the Trustee

By: 
Name: *Raymond Torres*
Title: *Vice President*

[Signature Page to Release of Security Interest in Trademark Rights]

TRADEMARK
REEL: 005383 FRAME: 0725

Schedule A

[See attached]

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
The Mrs. Fields' Brand, Inc.	<i>Trademarks</i>	BREEZER Serial No. 78857887 Registration No. 3206130	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		BUNDLE OF TREATS Serial No. 78731846 Registration No. 3128273	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		BREEZER SMOOTHIES Serial No. 78608620 Registration No. 3206822	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial No. 77403001 Registration No. 3719280	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial No. 77402931 Registration No. 3719277	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial No. 77401505 Registration No. 3793695	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
			Recorded: 10/30/2008
		MRS. FIELDS Serial No. 77148882 Registration No. 3384301	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial no. 77148802 Registration No. 3384300	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		1-800-COOKIES Serial No. 76390360 Registration No. 2741280	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		NIBBLERS Serial No. 74481873 Registration No. 2020111	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		DEBRA'S SPECIAL Serial No. 74440863 Registration No. 1840761	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		COCOMAC Serial No. 74440859 Registration No. 1843103	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
			Recorded: 10/30/2008
		MRS. FIELDS Serial No. 73449876 Registration No. 1299149	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		GOOD ENOUGH NEVER IS Serial No. 73757410 Registration No. 1543094	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		THE ORIGINAL COOKIE CO. Serial No. 73561926 Registration No. 1430447	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		THE ORIGINAL COOKIE COMPANY, INC. Serial No. 73561881 Registration No. 1404285	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial No. 73530088 Registration No. 1983184	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
		THE ORIGINAL COOKIE CO. Serial No. 73523772 Registration No. 1374117	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS Serial No. 73368475 Registration No. 1241619	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MRS. FIELDS COOKIES Serial No. 73368469 Registration No. 1256315	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
TCBY Systems, LLC	<i>Trademarks</i>	TCBY Serial No. 78673544 Registration No. 3100861	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY Serial No. 78659582 Registration No. 3119997	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
		YOVANA Serial No. 78637633 Registration No. 3128159	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		GET CULTURED. EAT YOGURT. Serial No. 77485097 Registration No. 3560536	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		JUICE WORKS Serial No. 75272511 Registration No. 2169323	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		SHIVER Serial No. 75130473 Registration No. 2163218	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY TREATS Serial No. 75095080 Registration No. 2054972	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		JUICE WORKS Serial No. 74579564 Registration No. 1978917	Secured Party: The Bank of New York Mellon Trust Company, N.A.

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
			Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY Serial No. 74316959 Registration No. 1901091	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		SENSIBLE TEMPTATIONS Serial No. 74268194 Registration No. 1776095	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		SUMMER COOLERS Serial No. 74265738 Registration No. 1773793	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		SUNDETTTE Serial No. 74252418 Registration No. 1757078	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		MOO Serial No. 74238720 Registration No. 1793248	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
			Recorded: 10/30/2008
		SUNDETTES Serial No. 74147435 Registration No. 1726014	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		YOG-A-BAR Serial No. 73804339 Registration No. 1614096 NOTE: 1st and only renewal filed 12/22/2000; may have been abandoned by company as no other renewals have been filed	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		THE COUNTRY'S BEST YOGURT Serial No. 73801778 Registration No. 1672857	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		YOGWICH Serial No. 73784996 Registration No. 1567404	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY SHIVER Serial No. 73782538 Registration No. 1562438	Secured Party: The Bank of New York Mellon Trust Company, N.A.

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
			Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY Serial No. 73644566 Registration No. 1463784	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		"TCBY" THE COUNTRY'S BEST YOGURT Serial No. 73564377 Registration No. 1415194	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		TCBY Serial No. 73563157 Registration No. 1415353	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008
		"TCBY" THE COUNTRY'S BEST YOGURT Serial No. 73532942 Registration No. 1367174	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008

Owner	Type (patent, trademark, copyright)	Title and Application/Registration No.	Security Interest
		TCBY YOGURT Serial No. 73505987 Registration No. 1338536	Secured Party: The Bank of New York Mellon Trust Company, N.A. Reel/Frame: 3880/0161 Recorded: 10/30/2008