

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403453

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mrs. Fields Confections, LLC		10/21/2016	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	The Mrs. Fields' Brand, Inc.		
Street Address:	1141 West 2400 South		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84119		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3243931	MINT SANDWICH	
Registration Number:	3920750	COOKIE DOUGH DELIGHTS	
Registration Number:	2169362	MAXFIELD'S	
Registration Number:	1968200	ALL AMERICAN	
Registration Number:	1470621	SQUARE HEART BOX	
Registration Number:	1436377	MAXFIELD'S ALL AMERICAN SELECTED CHOCOLA	
Registration Number:	3977295	NUTTY GUYS	
Registration Number:	4124313	NUTTY GUYS	
CORRESPONDENCE DATA			
Fax Number:	8013283600		
<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:	8013283600		
Email:	lwright@kmclaw.com		
Correspondent Name:	Lee A. Wright		
Address Line 1:	36 S. State Street, #1900		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Jonathon A. Schlegelmilch		
SIGNATURE:	/Jonathon A. Schlegelmilch/		

OP \$215.00 3243931

DATE SIGNED:	10/27/2016
Total Attachments: 2 source=Trademark Assignment_Mrs Fields#page1.tif source=Trademark Assignment_Mrs Fields#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, **Mrs. Fields Confections, LLC** (hereinafter referred to as the “Assignor”), a limited liability company, located at 1050 South 200 West, Salt Lake City, UT 84101, is the owner of the entire right, title, and interest in and to the trademarks listed herein, including all rights in and to such trademarks created under any applicable federal or state statutes or common law under the applicable trademark laws of any foreign country.

AND WHEREAS, **The Mrs. Fields’ Brand, Inc.** (hereinafter referred to as the “Assignee”), a corporation duly organized under the laws of the State of Delaware, located at 1141 West 2400 South, Salt Lake City, Utah 84119, desires to acquire all right, title, interest, and goodwill in the following trademarks, their registrations and applications, and all accrued rights including prior uses and rights against any infringements before the date of this assignment.

Trademark	Application No.	Filing Date	Registration No.	Registration Date
MINT SANDWICH	78/761,922	11/28/05	3,243,931	05/22/07
COOKIE DOUGH DELIGHTS	78/841,686	10/05/09	3,920,750	02/15/11
MAXFIELD’S	75/280,300	04/24/97	2,169,362	06/30/98
ALL AMERICAN	74/648,625	03/20/95	1,968,200	04/16/96
SQUARE HEART BOX	73/625,040	10/06/86	1,470,621	12/29/87
MAXFIELD’S ALL AMERICAN SELECTED CHOCOLATES NET WT. 16 OZ. (1LB.)	73/574,868	12/20/85	1,436,377	04/14/87
NUTTY GUYS	85/160,057	10/25/10	3,977,295	06/14/11
NUTTY GUYS	85/267,158	03/15/11	4,124,313	04/10/12

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title, and interest in and to said trademarks and any respective applications, registrations, and/or renewals thereof, together with the goodwill of the uses or business symbolized by and associated with the trademarks and all rights to bring suit for past or future infringement of the trademarks.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates or renewal certificates of registration of the trademarks to the Assignee as the owner of the entire interest, for the sole use and behalf of the Assignee, its successors, assigns, and legal representatives.

Executed this 21ST day of October, 2016.

ASSIGNOR – Mrs. Fields Confections, LLC

ASSIGNEE – The Mrs. Fields' Brand, Inc.

Signature: 

Signature: 

Name: DUSTIN LYMAN

Name: DUSTIN LYMAN

Title: CEO

Title: CEO