

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM413093

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
RITA'S WATER ICE FRANCHISE COMPANY LLC		12/30/2016	Limited Liability Company: DELAWARE
RITA'S WATER ICE INTERNATIONAL FRANCHISE COMPANY, LLC		12/30/2016	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RWIFC ACQUISITION, LLC		
<b>Street Address:</b>	1210 Northbrook Drive		
<b>City:</b>	Trevose		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19053		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 53</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86855481	ICE FLIGHTS	
<b>Serial Number:</b>	86866000	RITA'S	
<b>Serial Number:</b>	86865995	RITA'S	
<b>Serial Number:</b>	86865988	RITA'S	
<b>Serial Number:</b>	86704286	RITA'S ITALIAN ICE ##FROZEN CUSTARD	
<b>Serial Number:</b>	86704294	RITA'S ITALIAN ICE · FROZEN CUSTARD	
<b>Serial Number:</b>	86717311	RITA'S CAFE	
<b>Serial Number:</b>	86866012	RITA'S	
<b>Serial Number:</b>	86578895	JUST ICE? THINK TWICE.	
<b>Serial Number:</b>	86532614	TEX-ICE	
<b>Serial Number:</b>	85240423	RITA'S ICE CUSTARD HAPPINESS	
<b>Serial Number:</b>	78660488	MISTO	
<b>Serial Number:</b>	78575667	BE COOL. EAT A RITA'S.	
<b>Serial Number:</b>	77922230	COOL CATERING	
<b>Serial Number:</b>	77939732	4TH OF GELATI	
<b>Serial Number:</b>	77931843	RITA'S ICE CUSTARD HAPPINESS COOL CATERI	

CH \$1340.00 86855481

Property Type	Number	Word Mark
Serial Number:	77911656	CHOCOLATE CARAMEL DREAM SUPREME
Serial Number:	77883601	CHERRY CHERRY BANG BANG
Serial Number:	77636886	RITA'S ICE·CUSTARD·HAPPINESS LIGHT LINE
Serial Number:	77636882	RITA'S ICE ·CUSTARD·HAPPINESS LIGHT LINE
Serial Number:	77030160	BLENDINI
Serial Number:	77118992	RITA'S ICE CUSTARD HAPPINESS
Serial Number:	77136999	RITA'S RITA'S ICE · CUSTARD · HAPPINESS
Serial Number:	77133246	RITA'S ICE CUSTARD · HAPPINESS ·
Serial Number:	77309648	SLENDERITA
Serial Number:	77005430	COOL WHEELS
Serial Number:	76384274	RITA'S ICES CONES SHAKES AND OTHER COOL
Serial Number:	76260745	RITA'S
Serial Number:	75694665	
Serial Number:	75306418	MISTO
Serial Number:	74575399	BE COOL. EAT A RITA'S.
Serial Number:	74450150	RITA'S REAL ITALIAN ICES
Serial Number:	85573211	BUSTER CUSTARD
Serial Number:	85901146	SPIKED ICE BY RITA'S
Serial Number:	85573224	JIL LATI
Serial Number:	85573221	MISTA MISTO
Serial Number:	85573215	THE GREAT BLENDINI
Serial Number:	77579684	HAVE A HAPPY DAY
Serial Number:	77579664	HAVE A HAPPY DAY
Serial Number:	77769215	CHERRY CHERRY BANG BANG
Serial Number:	77238772	RITACCINO
Serial Number:	76585541	RITA'S SQUEEZERS
Serial Number:	76585540	SWIRLATI
Serial Number:	76404540	PHILLY ICES BY RITA'S
Serial Number:	75616903	YOU'LL NEVER EAT ICE CREAM AGAIN
Serial Number:	75614048	PHILLY ICES BY RITA'S
Serial Number:	75582888	RITA'S EXPRESS
Serial Number:	75389237	PHILLY ICES
Serial Number:	75326857	RITA'S EXPRESS
Serial Number:	75132287	
Serial Number:	74374152	RITA'S OLD FASHIONED CUSTARD
Serial Number:	74285150	RITA'S REAL ITALIAN WATER ICE
Serial Number:	74626319	REAL FRUIT REAL FRESHHHH REAL COOOL

**CORRESPONDENCE DATA****Fax Number:** 6103718506*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:** 609 987 7050**Email:** ejs@stevenslee.com**Correspondent Name:** Elliott J. Stein**Address Line 1:** 100 Lenox Drive**Address Line 2:** Suite 200**Address Line 4:** Lawrenceville, NEW JERSEY 08648**NAME OF SUBMITTER:** Elliott J. Stein**SIGNATURE:** /varlawyer/**DATE SIGNED:** 01/20/2017**Total Attachments: 26**

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## ASSIGNMENT OF REGISTERED TRADEMARKS

This ASSIGNMENT OF REGISTERED TRADEMARKS (this “*Assignment*”) dated December 30, 2016, is made by and from RITA’S WATER ICE FRANCHISE COMPANY LLC, a Delaware limited liability company and RITA’S WATER ICE INTERNATIONAL FRANCHISE COMPANY, LLC (collectively, the “*Assignor*”), in favor of RWIFC ACQUISITION, LLC, a Delaware limited liability company (the “*Assignee*”).

### BACKGROUND

A. Assignor is the sole owner of the registered trademarks identified on Schedule A attached hereto and incorporated herein by reference (the “*Trademarks*”).

B. Assignor and Assignee have entered into an Asset Purchase Agreement dated as of the date hereof (the “*Purchase Agreement*”), pursuant to which Assignee, among other things, has agreed to purchase substantially all of the assets owned or used by Assignor in connection with its business. Capitalized terms used, but not otherwise defined herein, shall have the meaning assigned in the Purchase Agreement.

C. In partial consideration of the assumption by the Assignee of the Assumed Liabilities (as defined in the Purchase Agreement), and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has agreed to assign, transfer and convey to Assignee all right, title and interest of Assignor in, to and under the Trademarks in accordance with the terms and conditions of this Assignment.

### AGREEMENT

NOW, THEREFORE, Assignor, intending to be legally bound, hereby agrees as follows:

### AGREEMENT

1. Incorporation of Background. The preamble Background provisions set forth above (including, without limitation, all defined terms set forth therein) are hereby incorporated by reference into this Assignment as if set forth in their entirety in this Section 1.

2. Assignment. Assignor hereby assigns, transfers, conveys and sets over unto Assignee all of the right, title and interest of Assignor in, to and under the Trademarks, together with all of the goodwill of the business associated with the use thereof and symbolized thereby, together with all of Assignor’s copyrights (including any common law and statutory rights and copyrights which Assignor may have with respect to any photographs, drawings and the like which Assignor uses solely in connection with the Trademarks), registrations, applications, amendments, applications for amendments, designs, trade dress and claims and causes of action (including, without limitation, claims and causes of action for past infringement) relating thereto, and the right to sue and collect damages for any and all past infringements thereof, and any of Assignor’s other rights relating thereto (collectively, the “*Rights*”).

3. Further Actions. From time to time after the date hereof, and without further consideration (subject to reimbursement of Assignor for reasonable out-of-pocket expenses incurred in connection with Assignor's compliance with clause (a) of this Section 3), Assignor shall promptly provide such reasonable cooperation (including, but not limited to, the execution and delivery of documents and instruments) as Assignee, or its counsel, may reasonably request in order to permit Assignee to (a) perfect and record Assignee's ownership rights in the Rights or (b) prosecute any infringement thereof.

4. Counterparts. This Assignment may be executed in any number of counterparts, and with counterpart signature pages, including facsimile counterpart signature pages and counterpart signature pages in "portable document format" (.pdf), all of which together shall for all purposes constitute one Assignment notwithstanding that all parties have not signed the same counterpart.



5. Successors and Assigns. This Assignment, and all of the terms, covenants and provisions hereof, shall inure to the benefit of Assignee and its successors and assigns and shall be binding upon Assignor and their successors and assigns.

*[Signature Page Follows]*

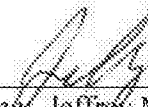

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed and delivered as of the date first set forth above.

**ASSIGNOR:**

RITA'S WATER ICE FRANCHISE COMPANY  
LLC


By    
Name: Jeffrey Moody  
Title: President and CEO


RITA'S WATER ICE INTERNATIONAL  
FRANCHISE COMPANY, LLC

By    
Name: Jeffrey Moody  
Title: President and CEO

**SCHEDULE A**


Trademarks

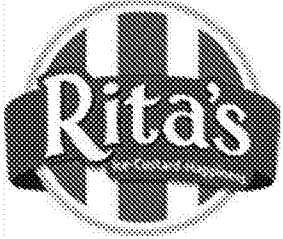

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
<b>Active Federal Registrations and Applications</b>				
<p>RITA'S REAL ITALIAN ICES and Design</p>  <p>SN:74-450150 RN:1,856,885 Disclaimer: "REAL ITALIAN ICES"</p>	<p>Renewed October 4, 2004</p> <p>Int'l Class: 30 First Use: August 6, 1993 Filed: October 25, 1993 Published: July 12, 1994 Registered: October 4, 1994</p>	<p>(Int'l Class: 30) Water ice</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Renewal application was not filed prior to April 4, 2015 final deadline. Registration will be cancelled in due course.</p>
<p>BE COOL. EAT A RITA'S.</p> <p>SN:74-575399 RN:1,946,522</p>	<p>Renewed January 9, 2006</p> <p>Int'l Class: 30 First Use: August, 1993 Filed: September 19, 1994 Published: October 17, 1995 Registered: January 9, 1996</p>	<p>(Int'l Class: 30) Frozen confections, namely water ice and custard</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Renewal application was not filed prior to July 9, 2016 final deadline. Registration will be cancelled in due course.</p>
<p>BE COOL. EAT A RITA'S.</p> <p>SN:78-575667 RN:3,055,435</p>	<p>Renewed January 31, 2016</p> <p>Int'l Class: 35 First Use: August, 1993 Filed: February 25, 2005 Published: November 8, 2005</p>	<p>(Int'l Class: 35) Retail store services featuring italian ice, frozen custard and other frozen confections, for consumption</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Next Renewal due January 31, 2026</p>


TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	Registered: January 31, 2006	on and off the premises		
  SN:75-694665 RN:2,377,177	Renewed Principal Register - Sec. 2(F) August 15, 2010  Int'l Class: 35 First Use: March, 1993 Filed: April 29, 1999 Published: January 25, 2000 Registered: August 15, 2000	(Int'l Class: 35) Retail shops featuring water ice, frozen custard and other frozen confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due August 15, 2020
RITA'S  SN:76-260745 RN:2,614,810	Renewed September 3, 2012  Int'l Class: 35 First Use: June, 1984 Int'l Class: 30 First Use: June 1, 1984 Int'l Class: 7 First Use: April 1, 1997 Filed: May 22, 2001 Published: June 11, 2002 Registered: September 3, 2002	(Int'l Class: 7) Machines for manufacturing and dispensing flavored water ices (Int'l Class: 30) Flavored water ices and frozen desserts (Int'l Class: 35) Retail store services featuring water ice, frozen custard and other frozen confections, for consumption on and off the premises	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due September 3, 2022
RITA'S CAFE	Registered June 28, 2016	(Int'l Class: 35) Franchising,	Rita's Water Ice Franchise	Section 8&15 Affidavit due






TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
SN:86-717311 RN:4,990,314 Disclaimer: "CAFE"	Int'l Class: 35 First Use: March 17, 2016 Filed: August 6, 2015 Published: February 16, 2016 Allowed: April 12, 2016	namely, offering business management assistance in the establishment and/or operation of restaurants and retail store services featuring flavored ice, water ice, italian ice, frozen custard, frozen confections, donuts and food and beverage items for consumption on and off the premises; retail store services featuring flavored ice, water ice, italian ice, frozen custard, frozen confections, donuts and food and beverage items for consumption on and off the premises	Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevoze, Pennsylvania 19053	June 28, 2021
RITA'S ICES	Renewed	(Int'l Class: 30)	Rita's Water	Next

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
<p>CONES SHAKES AND OTHER COOL STUFF and Design</p>  <p>SN:76-384274 RN:2,666,458</p>	<p>December 24, 2012</p> <p>Int'l Class: 30, 35</p> <p>First Use: March 1, 2001</p> <p>Filed: March 12, 2002</p> <p>Published: October 1, 2002</p> <p>Registered: December 24, 2002</p>	<p>Flavored water ices and frozen desserts (Int'l Class: 35)</p> <p>Retail store services featuring water ice, frozen custard and other frozen confections, for consumption on and off the premises</p>	<p>Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Renewal due December 24, 2022</p>
<p>RITA'S ICE CUSTARD HAPPINESS</p> <p>SN:85-240423 RN:4,028,402 Disclaimer: "ICE CUSTARD"</p>	<p>Registered September 20, 2011</p> <p>Int'l Class: 30, 35</p> <p>First Use: January 31, 2007</p> <p>Filed: February 11, 2011</p> <p>Published: July 5, 2011</p>	<p>(Int'l Class: 30) Flavored ices; frozen confections; frozen custards; italian ice; water ice (Int'l Class: 35)</p> <p>Restaurant franchising, namely, offering business management assistance in the establishment and/or operation of restaurants; retail store services featuring flavored ice, water ice, italian ice,</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Section 8&amp;15 Affidavit due September 20, 2017</p>

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
		frozen custard and other frozen confections for consumption on and off the premises		
<p>RITA'S ICE CUSTARD HAPPINESS and Design</p>  <p>SN:77-118992 RN:3,521,372 Disclaimer: "CUSTARD" AND "ICE"</p>	<p>Registered 8 &amp; 15 September 12, 2014</p> <p>Int'l Class: 30, 35 First Use: January, 2007 Filed: February 28, 2007 Published: March 18, 2008 Allowed: June 10, 2008 Registered: October 21, 2008</p>	<p>(Int'l Class: 30) Frozen confections; flavored water ices; frozen custards (Int'l Class: 35) Retail store services featuring italian ice, frozen custard and other frozen confections, for consumption on and off the premises; restaurant franchising</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Next Renewal due October 21, 2018</p>
<p>RITA'S ICE CUSTARD · HAPPINESS · and Design</p>  <p>SN:77-133246</p>	<p>Registered 8 &amp; 15 September 12, 2014</p> <p>Int'l Class: 43 First Use: January, 2007 Filed: March 16, 2007 Published: March 11, 2008 Allowed: June 3, 2008 Registered:</p>	<p>(Int'l Class: 43) Restaurant services</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Next Renewal due October 21, 2018</p>

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
RN:3,521,406 Disclaimer: "CUSTARD" AND "ICE"	October 21, 2008			
RITA'S RITA'S ICE · CUSTARD · HAPPINESS and Design    SN:77-136999 RN:3,631,989 Disclaimer: "ICE" AND "CUSTARD"	Registered 8 & 15 October 3, 2014  Int'l Class: 35 First Use: April 13, 2007 Filed: March 21, 2007 Published: April 15, 2008 Allowed: July 8, 2008 Registered: June 2, 2009	(Int'l Class: 35) Retail store services featuring italian ice, frozen custard and other frozen confections, for consumption on and off the premises; restaurant franchising	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due June 2, 2019
RITA'S ICE .CUSTARD.HAPPI NESS LIGHT LINE  SN:77-636882 RN:3,897,687 Disclaimer: "ICE CUSTARD" AND "LIGHT LINE"	Registered December 28, 2010  Int'l Class: 30, 35 First Use: January 1, 2009 Filed: December 19, 2008 Published: January 26, 2010 Allowed: April 20, 2010	(Int'l Class: 30) Frozen confections; sugar-free flavored water ices; sugar-free frozen custard (Int'l Class: 35) Retail store services featuring sugar-free italian ice, sugar-free frozen custard, and other sugar-free frozen confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due December 28, 2016 (6- month grace period ends June 28, 2017)
RITA'S	Registered	(Int'l Class: 30)	Rita's Water	Section 8&15

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
<p>ICE.CUSTARD.HAPPINESS LIGHT LINE and Design</p>  <p>SN:77-636886 RN:3,897,688 Disclaimer: "ICE CUSTARD" AND "LIGHT LINE"</p>	<p>December 28, 2010</p> <p>Int'l Class: 30, 35</p> <p>First Use: January 1, 2009</p> <p>Filed: December 19, 2008</p> <p>Published: January 26, 2010</p> <p>Allowed: April 20, 2010</p>	<p>Frozen confections; sugar-free flavored water ices; sugar-free frozen custard (Int'l Class: 35)</p> <p>Retail store services featuring sugar-free italian ice, sugar-free frozen custard, and other sugar-free frozen confections</p>	<p>Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Affidavit due December 28, 2016 (6-month grace period ends June 28, 2017)</p>
<p>RITA'S ICE CUSTARD HAPPINESS COOL CATERING and Design</p>  <p>SN:77-931843 RN:3,845,132 Disclaimer: "CUSTARD", "ICE" AND "CATERING"</p>	<p>Registered September 7, 2010</p> <p>Int'l Class: 43</p> <p>First Use: March 5, 2009</p> <p>Filed: February 9, 2010</p> <p>Published: June 22, 2010</p>	<p>(Int'l Class: 43) Catering</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Section 8&amp;15 Affidavit due September 7, 2016 (6-month grace period ends March 7, 2017)</p>
<p>RITA'S ITALIAN ICE FROZEN CUSTARD and Design</p>	<p>Registered October 11, 2016</p> <p>Int'l Class: 35</p> <p>First Use: August 18, 2015</p> <p>Filed:</p>	<p>(Int'l Class: 35) Franchising, namely, offering business management assistance in</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company)</p>	<p>Section 8&amp;15 Affidavit due October 11, 2022</p>

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
 <p>SN:86-704286 RN:5,060,631 Disclaimer: "ITALIAN ICE FROZEN CUSTARD"</p>	<p>July 24, 2015 Published: December 15, 2015 Allowed: February 9, 2016</p>	<p>the establishment and/or operation of restaurants and retail store services featuring flavored ice, water ice, italian ice, frozen custard and other frozen confections for consumption on and off the premises; retail store services featuring flavored ice, water ice, italian ice, frozen custard and other frozen confections for consumption on and off the premises</p>	<p>1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053</p>	
<p>COOL CATERING</p> <p>SN:77-922230 RN:3,818,361 Disclaimer: "CATERING"</p>	<p>Registered 8 &amp; 15 October 22, 2015</p> <p>Int'l Class: 43 First Use: March 5, 2009 Filed: January 28, 2010 Published: April 27, 2010 Registered: July 13, 2010</p>	<p>(Int'l Class: 43) Catering</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	<p>Next Renewal due July 13, 2020</p>

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
COOL WHEELS  SN:77-005430 RN:3,267,319	Registered 8 Accepted August 20, 2012  Int'l Class: 35 First Use: June 1, 2006 Filed: September 22, 2006 Published: May 8, 2007 Registered: July 24, 2007	(Int'l Class: 35) Mobile vending services for water ice and frozen confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 15 Affidavit may be filed at any time  Next Renewal due July 24, 2017
CHERRY CHERRY BANG BANG  SN:77-883601 RN:3,837,151	Registered August 24, 2010  Int'l Class: 30 First Use: March 20, 2009 Filed: December 1, 2009 Published: June 8, 2010	(Int'l Class: 30) Cakes; frozen confections; frozen yogurt; frozen yogurt confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due August 24, 2016 (6-month grace period ends February 24, 2017)
CHOCOLATE CARAMEL DREAM SUPREME  SN:77-911656 RN:3,818,339 Disclaimer: "CHOCOLATE CARAMEL"	Registered July 13, 2010  Int'l Class: 30 First Use: May 11, 2009 Filed: January 14, 2010 Published: April 27, 2010	(Int'l Class: 30) Cakes; frozen confections; frozen yogurt; frozen yogurt confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due July 13, 2016 (6-month grace period ends January 13, 2017)
SLENDERITA  SN:77-309648 RN:3,877,261	Registered November 16, 2010  Int'l Class: 30 First Use: March 31, 2008 Filed:	(Int'l Class: 30) Ice cream	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due November 16, 2016 (6-month grace period ends May 16,

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	October 22, 2007 Published: November 4, 2008 Allowed: February 23, 2010			2017)
4TH OF GELATI  SN:77-939732 RN:3,941,912 Disclaimer: "GELATI"	Registered April 5, 2011  Int'l Class: 30 First Use: June 25, 2010 Filed: February 19, 2010 Published: November 23, 2010 Allowed: January 18, 2011	(Int'l Class: 30) Frozen confections; frozen custards; frozen yogurt; frozen yogurt confections; gelato; ice cream	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due April 5, 2017
MISTO  SN:75-306418 RN:2,260,069	Renewed Supplemental Register July 6, 2009  Int'l Class: 30 First Use: June 2, 1997 Filed: June 10, 1997 Published: July 6, 1999 Registered: July 6, 1999	(Int'l Class: 30) Frozen confection featuring frozen custard and/or water ice	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due July 6, 2019
MISTO  SN:78-660488 RN:3,150,741	Renewed Principal Register - Sec. 2(F) October 3, 2016  Int'l Class: 30 First Use: June 2, 1997 Filed: June 29, 2005	(Int'l Class: 30) Frozen confections	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due October 3, 2026






TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	Published: April 4, 2006 Registered: October 3, 2006			
BLENDINI  SN:77-030160 RN:3,683,504	Registered 8 & 15 September 15, 2015  Int'l Class: 30 First Use: January, 2007 Filed: October 26, 2006 Published: May 8, 2007 Allowed: March 10, 2009 Registered: September 15, 2009	(Int'l Class: 30) Frozen confections consisting of italian ice and frozen custard	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	Next Renewal due September 15, 2019
TEX-ICE  SN:86-532614 RN:4,875,887	Registered December 22, 2015  Int'l Class: 30 First Use: October 18, 2015 Filed: February 12, 2015 Published: June 30, 2015 Allowed: August 25, 2015	(Int'l Class: 30) Flavored ices; frozen confections; frozen custards; fruit ices; italian ice; water ice	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Section 8&15 Affidavit due December 22, 2021
JUST ICE? THINK TWICE.  SN:86-578895 RN:4,921,628	Registered March 22, 2016  Int'l Class: 35 First Use: January 1, 2015 Filed:	(Int'l Class: 35) Retail store services featuring water ice, frozen custard and other frozen	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company)	Section 8&15 Affidavit due March 22, 2022


TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	March 27, 2015 Published: January 5, 2016	confections for consumption on and off the premises	1210 Northbrook Drive Trevose, Pennsylvania 19053	
ICE FLIGHTS  SN:86-855481 Disclaimer: "ICE"	Allowed - Intent to Use Statement of Use - Registration Review Complete December 5, 2016  Int'l Class: 30 First Use: March 13, 2016 Filed: December 21, 2015 Published: June 7, 2016 Allowed: August 2, 2016	(Int'l Class: 30) Flavored ices; frozen confections; frozen custards; fruit ice; italian ice; water ice	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Statement of Use accepted on December 6, 2016. Certificate of Registration will issue in due course.
RITA'S ITALIAN ICE · FROZEN CUSTARD and Design    SN:86-704294 Disclaimer: "ITALIAN ICE FROZEN CUSTARD"	Allowed - Intent to Use 1st Extension of Time Granted September 1, 2016  Filed: July 24, 2015 Published: December 15, 2015 Allowed: February 9, 2016	(Int'l Class: 35) Franchising, namely, offering business management assistance in the establishment and/or operation of restaurants and retail store services featuring flavored ice, water ice, italian ice, frozen custard	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Statement of Use or Extension Request due February 9, 2017

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		and other frozen confections for consumption on and off the premises; retail store services featuring flavored ice, water ice, italian ice, frozen custard and other frozen confections for consumption on and off the premises		
RITA'S SN:86-866012	Allowed - Intent to Use Notice of Allowance Issued July 26, 2016  Filed: January 5, 2016 Published: May 31, 2016	(Int'l Class: 28) Board games, toy water ice maker in the nature of toy machine used to make frozen water ice and italian ice, toy frozen custard maker, puzzles, slot machines, lottery tickets, scratch cards for playing lottery games, game cards, parlor games, trading card games, tabletop games, playing cards	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Statement of Use or Extension Request due January 26, 2017
RITA'S	Published	(Int'l Class: 3)	Rita's Water	Awaiting

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
SN:86-865988	October 25, 2016 Filed: January 5, 2016	Cosmetics, lip balm, lip gloss, nail polish; perfume, body wash, bubble bath, shampoo	Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	issuance of Notice of Allowance
RITA'S SN:86-865995	Published October 25, 2016 Filed: January 5, 2016	(Int'l Class: 16) Calendars; diaries; address books; event albums; photo albums; scrapbook albums; sticker albums; posters; prints; notebooks; notepads; erasers; pencils; pens; stationery sets comprised of stationery and envelopes; stationery; greeting cards; printed matter, namely, cook books, books, magazines, newsletters and manuals on the subjects of foods, desserts, and	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Awaiting issuance of Notice of Allowance

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
		entertaining		
RITA'S  SN:86-866000	Published October 25, 2016  Filed: January 5, 2016	(Int'l Class: 25) T-shirts; long sleeve shirts; sweatshirts; pajamas; tops; bottoms; pants; shorts; men's boxer shorts; hosiery; flip flops; slippers; baseball caps; ties; headwear; footwear; neckwear; outerwear, namely, jackets, wind-resistant jackets, rain jackets and coats; belts	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	Awaiting issuance of Notice of Allowance
<b>Inactive Federal Registrations and Applications</b>				
RITA'S REAL ITALIAN WATER ICE and Design    SN:74-285150 RN:1,853,742 Disclaimer: "REAL ITALIAN WATER ICE"	Cancelled - Sec. 8 January 11, 2016  Int'l Class: 30 First Use: June 1, 1984 In Commerce: June 15, 1984 Renewed: September 13, 2004	(Int'l Class: 30) Flavored ices	Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)	
RITA'S OLD	Cancelled - Sec. 8	(Int'l Class: 30)	Rita's Water	

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
<p>FASHIONED CUSTARD and Design</p>  <p>SN:74-374152 RN:1,851,607 Disclaimer: "OLD FASHIONED CUSTARD"</p>	<p>January 11, 2016</p> <p>Int'l Class: 30 First Use: March 20, 1992 Renewed: August 30, 2004</p>	<p>Frozen custard</p>	<p>Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	
 <p>SN:75-132287 RN:2,122,544</p>	<p>Cancelled - Sec. 8 Supplemental Register September 18, 2004</p> <p>Int'l Class: 42 First Use: March, 1993 Filed: June 17, 1996 Published: December 16, 1997 Registered: December 16, 1997</p>	<p>(Int'l Class: 42) Retail shops featuring water ice, frozen custard and other frozen confections</p>	<p>Rita's Water Ice Franchise Company, LLC (United States Limited Liability Company) 1210 Northbrook Drive Suite 310 Trevose, Pennsylvania 19053</p>	
<p>RITA'S EXPRESS</p> <p>SN:75-582888 RN:2,384,763 Disclaimer: "EXPRESS"</p>	<p>Cancelled - Sec. 8 June 16, 2007</p> <p>Int'l Class: 7, 30 First Use: April 1, 1997 Filed: November 4, 1998 Published: June 20, 2000 Registered: September 12, 2000</p>	<p>(Int'l Class: 7) Machines for manufacturing and dispensing flavored water ices (Int'l Class: 30) Flavored water ices</p>	<p>Rita's Water Ice Franchise Company, LLC (United States Limited Liability Company) 1210 Northbrook Drive Suite 310 Trevose,</p>	


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			Pennsylvania 19053	
<p>YOU'LL NEVER EAT ICE CREAM AGAIN</p> <p>SN:75-616903 RN:2,865,334</p>	<p>Cancelled - Sec. 8 February 25, 2011</p> <p>Int'l Class: 35 First Use: December 28, 1998 Filed: January 7, 1999 Published: March 28, 2000 Registered: July 20, 2004</p>	<p>(Int'l Class: 35) Retail store services featuring water ice, frozen custard and other frozen confections, for consumption on and off the premises</p>	<p>Rita's Water Ice Franchise Company, LLC (United States Limited Liability Company) 1210 Northbrook Drive Suite 310 Trevose, Pennsylvania 19053</p>	
<p>PHILLY ICES BY RITA'S and Design</p>  <p>SN:76-404540 RN:2,892,411 Disclaimer: "PHILLY ICES"</p>	<p>Cancelled - Sec. 8 Principal Register - Sec. 2(F) May 13, 2011</p> <p>Int'l Class: 30 First Use: November 5, 1997 In Commerce: November 6, 1997 Filed: April 15, 2002 Published: August 12, 2003 Registered: October 12, 2004</p>	<p>(Int'l Class: 30) Flavored water ices and frozen desserts</p>	<p>Rita's Water Ice Franchise Company, LLC (United States Limited Liability Company) 1210 Northbrook Drive Suite 310 Trevose, Pennsylvania 19053</p>	
<p>SWIRLATI</p> <p>SN:76-585540 RN:3,058,087</p>	<p>Cancelled - Sec. 8 September 21, 2012</p> <p>Int'l Class: 30 First Use: July, 2004</p>	<p>(Int'l Class: 30) Frozen confections</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability</p>	

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	<p>Filed: April 7, 2004 Published: June 14, 2005 Allowed: September 6, 2005 Registered: February 7, 2006</p>		Company)	
<p>RITA'S SQUEEZERS</p> <p>SN:76-585541 RN:3,109,750</p>	<p>Cancelled - Sec. 8 February 1, 2013</p> <p>Int'l Class: 30 First Use: July, 2004 Filed: April 7, 2004 Published: September 20, 2005 Allowed: December 13, 2005 Registered: June 27, 2006</p>	<p>(Int'l Class: 30) Frozen confections</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company)</p>	
<p>RITACCINO</p> <p>SN:77-238772 RN:3,513,676</p>	<p>Cancelled - Sec. 8 May 8, 2015</p> <p>Int'l Class: 29, 30, 43 First Use: October, 2007 Filed: July 25, 2007 Published: March 11, 2008 Allowed: June 3, 2008 Registered: October 7, 2008</p>	<p>(Int'l Class: 29) Milk-based beverage containing coffee (Int'l Class: 30) Beverages made of coffee; beverages made of espresso; coffee-based and espresso- based drinks, namely, coffee- and espresso- based beverages containing</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	




TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
		milk (Int'l Class: 43) Restaurant services		
<p>HAVE A HAPPY DAY</p> <p>SN:77-579664 RN:3,690,472</p>	<p>Cancelled - Sec. 8 May 6, 2016</p> <p>Int'l Class: 30, 35, 43 First Use: September 18, 2008 Filed: September 26, 2008 Published: March 17, 2009 Allowed: June 9, 2009 Registered: September 29, 2009</p>	<p>(Int'l Class: 30) Frozen confections; flavored water ices; frozen custard; all of the foregoing for consumption on and off the premises (Int'l Class: 35) Retail store services featuring italian ice, frozen custard and other frozen confections (Int'l Class: 43) Restaurant services</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	
<p>HAVE A HAPPY DAY</p> <p>SN:77-579684 RN:3,710,154</p>	<p>Cancelled - Sec. 8 June 17, 2016</p> <p>Int'l Class: 30, 35, 43 First Use: September 18, 2008 Filed: September 26, 2008 Published: March 17, 2009 Allowed: June 9, 2009</p>	<p>(Int'l Class: 30) Frozen confections; flavored water ices; frozen custard; all of the foregoing for consumption on and off the premises (Int'l Class: 35)</p>	<p>Rita's Water Ice Franchise Company LLC (Delaware Limited Liability Company)</p>	

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
	Registered: November 10, 2009	Retail store services featuring italian ice, frozen custard and other frozen confections (Int'l Class: 43) Restaurant services		
<b>BUSTER CUSTARD</b>  SN:85-573211 Disclaimer: "CUSTARD"	Abandoned - Failure to Respond May 5, 2014  Int'l Class: 35 First Use: March 20, 2012 Filed: March 19, 2012 Published: September 11, 2012 Allowed: November 6, 2012	(Int'l Class: 35) Retail store services featuring flavored ice, water ice, italian ice, frozen custard, gelati, and other frozen confections for consumption on and off the premises	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	
<b>THE GREAT BLENDINI</b>  SN:85-573215	Abandoned - Failure to Respond March 31, 2014  Int'l Class: 35 First Use: March 20, 2012 Filed: March 19, 2012 Published: September 11, 2012 Allowed: November 6, 2012	(Int'l Class: 35) Retail store services featuring flavored ice, water ice, italian ice, frozen custard, gelati, and other frozen confections for consumption on and off the premises	Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053	

TM/AN/RN/Disclaimer	Status/Key Dates	Full Goods/Services	Owner Information	Notes
<p>MISTA MISTO SN:85-573221</p>	<p>Abandoned - Failure to Respond Principal Register - Sec. 2(F) March 31, 2014</p> <p>Int'l Class: 35 First Use: March 20, 2012 Filed: March 19, 2012 Published: January 8, 2013 Allowed: March 5, 2013</p>	<p>(Int'l Class: 35) Retail store services featuring flavored ice, water ice, italian ice, frozen custard, gelati, and other frozen confections for consumption on and off the premises</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053</p>	
<p>JIL LATI SN:85-573224</p>	<p>Abandoned - Failure to Respond March 31, 2014</p> <p>Int'l Class: 35 First Use: March 20, 2012 Filed: March 19, 2012 Published: September 11, 2012 Allowed: November 6, 2012</p>	<p>(Int'l Class: 35) Retail store services featuring flavored ice, water ice, italian ice, frozen custard, gelati, and other frozen confections for consumption on and off the premises</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook Drive, Suite 310 Trevose, Pennsylvania 19053</p>	
<p>SPIKED ICE BY RITA'S and Design</p>  <p>SN:85-901146</p>	<p>Abandoned - Failure to Respond March 3, 2014</p> <p>Filed: April 11, 2013</p>	<p>(Int'l Class: 30) Alcohol-infused italian ice; alcohol-infused flavored ices; alcohol-infused water ices</p>	<p>Rita's Water Ice Franchise Company, LLC (Delaware Limited Liability Company) 1210 Northbrook</p>	

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			Drive, Suite 310 Trevose, Pennsylvania 19053	
CHERRY CHERRY BANG BANG  SN:77-769215 RN:3,744,463	Cancelled - Sec. 7(D) March 4, 2010  Int'l Class: 30 First Use: March 20, 2009 Filed: June 26, 2009 Published: November 17, 2009 Registered: February 2, 2010	(Int'l Class: 30) Cakes; frozen confections; frozen yogurt; frozen yogurt confections	Rita's Water Ice Franchising Company, LLC (New Jersey Limited Liability Company) 1210 Northbrook Drive Trevose, Pennsylvania 19053	

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<b>Inactive Federal Applications</b>				
REAL FRUIT REAL FRESHHHH REAL COOL  SN:74-626319	Abandoned - Failure to Respond March 27, 1996  Int'l Class: 30 First Use: May, 1993 Filed: January 27, 1995	(Int'l Class: 30) Frozen confections, namely water ice and custard	Rita's Water Ice, Inc. (Pennsylvania Corp.) 1251 Byberry Road, Unit 1 Philadelphia, Pennsylvania 19116	
RITA'S EXPRESS  SN:75-326857	Abandoned - Failure to Respond September 30, 1998  Int'l Class: 7	(Int'l Class: 7) Equipment/machinery for the production of frozen	Rita's Water Ice, Inc. (Pennsylvania Corp.) 1525 Ford	

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	First Use: April 1, 1997 Filed: July 18, 1997	confections, namely, water ice	Road Bensalem, Pennsylvania 19020	
PHILLY ICES SN:75-389237	Abandoned - Failure to Respond March 26, 1999  Filed: November 13, 1997	(Int'l Class: 30) Frozen desserts	Rita's Water Ice, Inc. (Pennsylvania Corp.) 1251 Byberry Road, Unit-1 Philadelphia, Pennsylvania 19116	
PHILLY ICES BY RITA'S and Design  SN:75-614048 Disclaimer: "PHILLY ICES"	Abandoned - Failure to Respond January 30, 2003  Int'l Class: 30 First Use: November 5, 1997 In Commerce: November 6, 1997 Filed: December 31, 1998	(Int'l Class: 30) Flavored water ices and frozen confections	Rita's Water Ice, Inc. (Pennsylvania Corp.) 1525 Ford Road Bensalem, Pennsylvania 19020	