

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424305

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	25

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FOCUS Brands Systems LLC		04/06/2017	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Cinnabon Franchisor SPV LLC
Street Address:	5620 Glenridge Drive NE
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30342
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Registration Number:	5045563	CINNABON
Registration Number:	4993466	CINNABON
Registration Number:	4977734	CINNASWEETIES
Registration Number:	5046697	CINNABON
Registration Number:	4522832	CINNABON DELIGHTS
Registration Number:	4354854	CINNAPACK
Registration Number:	3815170	CINNABON
Registration Number:	3601985	CINNABON STIX
Registration Number:	3670520	LIFE NEEDS FROSTING
Registration Number:	3758395	LIFE NEEDS FROSTING
Registration Number:	3439741	CHILLATTAS
Registration Number:	3421489	CINNABON
Registration Number:	3397317	CINNABON
Registration Number:	3845532	CINNABON
Registration Number:	3197342	CINNABON
Registration Number:	3014148	TROPICAL BLAST
Registration Number:	3061125	CINNABON
Registration Number:	3074505	CINNABON

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2953570	CINNAPOPPERS
Registration Number:	3218506	CINNABON
Registration Number:	3360336	CINNABON
Registration Number:	2304346	CINNABON WORLD FAMOUS CINNAMON ROLLS
Registration Number:	2199951	CARAMEL PECANBON
Registration Number:	2147818	MINIBON
Registration Number:	2137495	CINNABON
Registration Number:	2098432	
Registration Number:	2029844	WORLD FAMOUS CINNAMON ROLLS
Registration Number:	1921083	MAKARA
Registration Number:	1657550	MOCHALATTA CHILL
Registration Number:	1424169	CINNABON

CORRESPONDENCE DATA

Fax Number:

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.

Email: dlaker@paulweiss.com, aspoto@paulweiss.com

Correspondent Name: Danielle G. Laker

Address Line 1: Paul Weiss Rifkind Wharton & Garrison LLP

Address Line 2: 1285 Avenue of the Americas

Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER: 17514-033

NAME OF SUBMITTER: Danielle Laker

SIGNATURE: /Danielle Laker/

DATE SIGNED: 04/19/2017

Total Attachments: 6

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the “Trademark Assignment”) is made and entered into as of April 6, 2017, by and between FOCUS Brands Systems LLC, a Delaware limited liability company located at 5620 Glenridge Drive NE, Atlanta, Georgia 30342, (“Assignor”), and Cinnabon Franchisor SPV LLC, a Delaware limited liability company located at 5620 Glenridge Drive NE, Atlanta, Georgia 30342 (“Assignee”) (collectively referred to as the “Parties”).

WHEREAS, pursuant to the Contribution Agreement between the Parties of even date herewith (the “Agreement”), Assignor has assigned all right, title and interest in and to the Contributed IP (as defined by reference therein) throughout the world, including any and all trademarks, service marks and registrations and applications for the same listed on the attached Schedule 1 (collectively referred to as the “Trademarks”), and all goodwill connected with the use of or symbolized by the Trademarks; and

WHEREAS, pursuant to the Agreement, the Assignee has acquired all right, title and interest in and to the Contributed IP, including the Trademarks, and the Parties wish to record such acquisition in the United States Patent and Trademark Office; and

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

Capitalized terms used herein and not defined herein have the meanings set forth in the Agreement.

Pursuant to the Agreement, Assignor hereby (i) irrevocably contributes, transfers, grants, bargains, assigns, conveys and delivers all of its right, title and interest in and to the Trademarks and the goodwill connected with the use of or symbolized by the Trademarks to the Assignee, absolutely and not as collateral security, without recourse (except as explicitly provided in the Agreement), as a capital contribution to the Assignee; and (ii) vests in the Assignee all powers and rights of the Assignor under the Trademarks, including to all products and proceeds therefrom and the right to bring an action at law or in equity for any infringement, misappropriation, dilution or other violation of any of the Trademarks occurring prior to the date hereof, and to collect all damages, settlements and proceeds relating to the Trademarks and, to the extent not otherwise included, all payments, proceeds, supporting obligations and accrued and future rights to payment of any guaranties, indemnities, insurance and other agreements or arrangements of whatever character with respect to the Trademarks, to have and to hold the same unto the Assignee and its successors and assigns forever, as of the Cut-Off Date.

Notwithstanding anything to the contrary contained herein, the Trademarks shall not include any application for registration of a Trademark that would be invalidated, canceled, voided or abandoned due to the contribution, assignment and/or conveyance of the Trademarks hereunder, including intent-to-use applications filed with the United States Patent and Trademark Office pursuant to 15 USC Section 1051(b) prior to the filing of a statement of use or amendment to allege use pursuant to 15 USC Section 1051(c) or (d), unless and until such time

that the contribution, assignment and/or conveyance of the Trademarks hereunder will not cause such Trademark to be invalidated, cancelled, voided or abandoned.

This Trademark Assignment is subject to all the terms and conditions of the Agreement, which is incorporated by reference as if fully set forth herein. The Parties intend that this Trademark Assignment is for recordation purposes only and its terms shall not modify and shall be subject to the applicable terms and conditions of the Agreement, which govern the Parties' rights and interests in the Contributed IP.

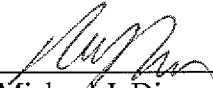
THIS TRADEMARK ASSIGNMENT SHALL BE CONSTRUED IN ACCORDANCE WITH, AND GOVERNED BY, THE INTERNAL LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CHOICE OF LAW RULES (OTHER THAN SECTIONS 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW).

This Trademark Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed shall be deemed to be an original and all of which when taken together shall constitute a single agreement.

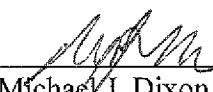
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IN WITNESS WHEREOF, the undersigned has caused this TRADEMARK ASSIGNMENT to be duly executed and delivered as of the date first written above.

FOCUS BRANDS SYSTEMS LLC



By: 
Name: Michael J. Dixon
Title: Chief Financial Officer


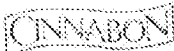
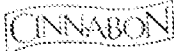

CINNABON FRANCHISOR SPV LLC

By: 
Name: Michael J. Dixon
Title: Chief Financial Officer

[Signature Page – FOCUS Brands Systems LLC Trademark Assignment (Cinnabon)]

Schedule 1 Trademarks

Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Status
CINNABON 	United States	86923441 29-FEB-2016	5045563 20-SEP-2016	Registered
CINNABON 	United States	86853952 18-DEC-2015	4993466 05-JUL-2016	Registered
CINNASWEETIES CINNASWEETIES	United States	86799186 26-OCT-2015	4977734 14-JUN-2016	Registered
CINNABON CINNABON	United States	86692071 14-JUL-2015	5046697 20-SEP-2016	Registered
CINNABON DELIGHTS CINNABON DELIGHTS	United States	85778361 13-NOV-2012	4522832 29-APR-2014	Registered
CINNAPACK CINNAPACK	United States	85515671 13-JAN-2012	4354854 18-JUN-2013	Registered
CINNABON CINNABON	United States	77583364 01-OCT-2008	3815170 06-JUL-2010	Registered
CINNABON STIX CINNABON STIX	United States	77556761 27-AUG-2008	3601985 07-APR-2009	Registered
LIFE NEEDS FROSTING LIFE NEEDS FROSTING	United States	77480772 21-MAY-2008	3670520 18-AUG-2009	Registered
LIFE NEEDS FROSTING LIFE NEEDS FROSTING	United States	77480782 21-MAY-2008	3758395 09-MAR-2010	Registered

Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Status
CHILLATTAS CHILLATTAS	United States	77263830 24-AUG-2007	3439741 03-JUN-2008	Registered
CINNABON 	United States	77109719 16-FEB-2007	3421489 06-MAY-2008	Registered
CINNABON CINNABON	United States	77098015 02-FEB-2007	3397317 18-MAR-2008	Registered
CINNABON CINNABON	United States	77020724 13-OCT-2006	3845532 07-SEP-2010	Registered
CINNABON 	United States	78447250 07-JUL-2004	3197342 09-JAN-2007	Registered
TROPICAL BLAST TROPICAL BLAST	United States	78424393 25-MAY-2004	3014148 08-NOV-2005	Registered
CINNABON 	United States	78401487 14-APR-2004	3061125 21-FEB-2006	Registered
CINNABON CINNABON	United States	78401475 14-APR-2004	3074505 28-MAR-2006	Registered
CINNAPOPPERS	United States	78286674 13-AUG-2003	2953570 17-MAY-2005	Registered
CINNABON	United States	78165483 18-SEP-2002	3218506 13-MAR-2007	Registered
CINNABON	United States	78095775 29-NOV-2001	3360336 25-DEC-2007	Registered
CINNABON WORLD FAMOUS CINNAMON ROLLS 	United States	75647375 24-FEB-1999	2304346 28-DEC-1999	Registered

Mark	Country	Serial No./ Filing Date	Reg. No./ Reg. Date	Status
CARAMEL PECANBON	United States	75400607 05-DEC-1997	2199951 27-OCT-1998	Registered
MINIBON	United States	75291070 13-MAY-1997	2147818 31-MAR-1998	Registered
CINNABON	United States	75279353 22-APR-1997	2137495 17-FEB-1998	Registered
<i>Design Only</i> 	United States	75020660 16-NOV-1995	2098432 16-SEP-1997	Registered
WORLD FAMOUS CINNAMON ROLLS	United States	74734362 26-SEP-1995	2029844 14-JAN-1997	Registered
MAKARA	United States	74418259 27-JUL-1993	1921083 19-SEP-1995	Registered
MOCHALATTA CHILL	United States	74061605 22-MAY-1990	1657550 17-SEP-1991	Registered
CINNABON	United States	73591336 03-APR-1986	1424169 06-JAN-1987	Registered