

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457097

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Panarama Incorporated d/b/a Atlanta Cheesecake Company		01/04/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Atlanta Cheesecake Company LLC		
Street Address:	1300 Shiloh Road		
City:	Kennesaw		
State/Country:	GEORGIA		
Postal Code:	30144		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4160415	ATLANTA CHEESECAKE COMPANY	
Registration Number:	3371089	ATLANTA CHEESECAKE CAFE	
CORRESPONDENCE DATA			
Fax Number:	2124464900		
<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>			
Email:	susan.zablocki@kirkland.com		
Correspondent Name:	Susan Zablocki		
Address Line 1:	Kirkland & Ellis LLP		
Address Line 2:	601 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	25372-4		
NAME OF SUBMITTER:	Susan Zablocki		
SIGNATURE:	/susan zablocki/		
DATE SIGNED:	01/06/2018		
Total Attachments: 3			
source=Project Jam - Intellectual Property Assignment (Panarama Inc. to Atlant#page1.tif			
source=Project Jam - Intellectual Property Assignment (Panarama Inc. to Atlant#page2.tif			

CH \$65.00 4160415

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of January 4, 2018 ("Effective Date") by and between Panarama Incorporated, d/b/a Atlanta Cheesecake Company, a Delaware corporation, with its principal office at 1300 Shiloh Road Kennesaw, Georgia 30144, ("Assignor"), and Atlanta Cheesecake Company LLC, a Delaware limited liability company, with its principal office at 1300 Shiloh Road Kennesaw, Georgia 30144 ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

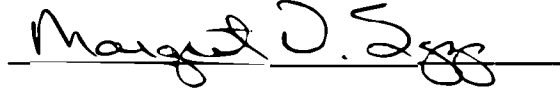
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee her entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Marks.

* * * * *

Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Panarama Incorporated



Name: Margret V. Sapp

Title: President & Chief Executive Officer

Atlanta Cheesecake Company LLC



Name: Margret V. Sapp

Title: President & Chief Executive Officer

[Signature Page to IP Assignment Agreement]

TRADEMARK
REEL: 006244 FRAME: 0561

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Trademark No.	Registration Date	Mark
4,160,415	6/19/2012	Atlanta Cheesecake Company
3,371,089	1/15/2008	Atlanta Cheesecake Café