

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664300

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Blue Ribbon Holdings, LLC		10/02/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	VI BrandCo, LLC		
Street Address:	12701 Whitewater Drive, Suite 100		
City:	Minnetonka		
State/Country:	MINNESOTA		
Postal Code:	55343		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	1883771	ALL-WORLD DOUBLE CHEESEBURGER	
Registration Number:	4941335	BREAKFAST YOUR WAY. ALL DAY.	
Registration Number:	1979914	GOOD FOOD...GOOD FEELINGS	
Registration Number:	4898762	SERVING THOSE WHO SERVE US	
Registration Number:	1682297	THE BREAKFAST EXPERTS	
Registration Number:	3963070	THE INNCREIBLE V.I.B.	
Registration Number:	2603514	THE SKILLET EXPERTS	
Registration Number:	4287957	VI	
Registration Number:	4202421	VI:)	
Registration Number:	1070440	VILLAGE INN	
Registration Number:	5932057	VILLAGE INN	
Registration Number:	5932058	VILLAGE INN	
Registration Number:	1197458	VILLAGE INN	
Registration Number:	1118490	VILLAGE INN	
Registration Number:	1118489	VILLAGE INN PANCAKE HOUSE	
CORRESPONDENCE DATA			
Fax Number:	6126324444		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 6126323271
Email: trademark@lathropgpm.com
Correspondent Name: Cheryl Johnson
Address Line 1: 500 IDS Center, 80 South 8th Street
Address Line 2: Lathrop GPM LLP
Address Line 4: Minneapolis, MINNESOTA 55402

NAME OF SUBMITTER:	Cheryl Johnson
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SIGNATURE:	/Cheryl Johnson/
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DATE SIGNED:	08/02/2021
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of October 2, 2020, is made and entered into by **American Blue Ribbon Holdings, LLC**, a Delaware limited liability company ("Assignor"), in favor of **VI BrandCo, LLC**, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the following trademarks (the "Marks") contained in the attached Schedule A which are the subject of common law rights and registrations ("Registrations") with the U.S. Patent and Trademark Office or Nebraska Secretary of State;

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Marks and Registrations, together with the goodwill of Assignor's business associated with the Marks and Registrations; and

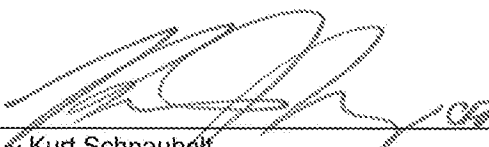
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. **Assignment.** Assignor hereby assigns, sells and sets over to Assignee all right, title and interest in and to the Marks and Registrations, together with the goodwill of Assignor's business symbolized by the Marks and Registrations, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all renewals and extensions that may be granted in connection with the Registrations and all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).

2. **Cooperation.** Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all instruments and papers that may be necessary or reasonably desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.







IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

AMERICAN BLUE RIBBON HOLDINGS,
LLC

By: 
Name: Kurt Schnaubelt
Title: Chief Financial Officer

SCHEDULE A

U.S. Federal Registration

MARK		REGISTRATION NO.
ALL-WORLD DOUBLE CHEESEBURGER		1883771
BREAKFAST YOUR WAY. ALL DAY.		4941335
GOOD FOOD...GOOD FEELINGS		1979914
SERVING THOSE WHO SERVE US		4898762
THE BREAKFAST EXPERTS		1682297
THE INNCREIBLE V.I.B.		3963070
THE SKILLET EXPERTS		2603514
VI (Stylized)		4287957
VI and Smiley Face Design		4202421
VILLAGE INN		1070440
VILLAGE INN and Design		5932057
VILLAGE INN and Design		5932058
VILLAGE INN (Stylized)		1197458
VILLAGE INN and Design		1118490
VILLAGE INN PANCAKE HOUSE		1118489

U.S. State Trade Name Registration

MARK	STATE	REGISTRATION NO.
VILLAGE INN	Nebraska	NE-10179511