

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM787421

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900748992		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
North Restaurants LLC		01/04/2023	Limited Liability Company: ARIZONA
RECEIVING PARTY DATA			
Name:	TCF Co. LLC		
Street Address:	26901 Malibu Hills Road		
City:	Calabasas Hills		
State/Country:	CALIFORNIA		
Postal Code:	91301		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5349963	NORTH ITALIA	
Registration Number:	5354319	NORTH ITALIA EST 2002 HANDMADE WITH LOVE	
Registration Number:	2885772	NORTH	
Registration Number:	3343497	NORTH	
Registration Number:	3343498	NORTH	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8188713000		
Email:	legalipteam@thecheesecakefactory.com		
Correspondent Name:	TCF Co. LLC		
Address Line 1:	26901 Malibu Hills Rd.		
Address Line 4:	Calabasas Hills, CALIFORNIA 91301		
ATTORNEY DOCKET NUMBER:	19-22-37		
NAME OF SUBMITTER:	Scarlett May		
SIGNATURE:	/Scarlett May/		
DATE SIGNED:	02/16/2023		

Total Attachments: 2

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source=2023.01.04_Assignment Form (North to TCF Co. LLC)_FINAL#page2.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, **North Restaurants LLC**, a limited liability company organized and existing under the laws of the State of Arizona, U.S.A. (hereinafter called the "ASSIGNOR"), with a business address of 4455 East Camelback Road, Suite B100, Phoenix, Arizona, 85018 is the legal proprietor of the following trademarks in the United States:

Trademark	Reg. No.	Reg. Date	Expiry date	Class
North Italia (words)	5349963	12/5/2017	12/5/2027	43
North Italia Est. 2002 Handmade with Love From Scratch Daily (logo-stacked)	5354319	12/12/2017	12/12/2027	43
North (words)	2885772	9/21/2004	9/21/2024	42
North (logo-stylized)	3343497	11/27/1997	11/27/2027	43
North (logo-stylized-box)	3343498	11/27/2007	11/27/2027	43

WHEREAS, **TCF Co. LLC**, a limited liability company organized and existing under the laws of the State of Nevada, U.S.A. (hereinafter called the "ASSIGNEE"), with a business address of 26901 Malibu Hills Road, Calabasas Hills, California, 91301 is desirous of acquiring the entire rights, title and interest, together with any and all goodwill in and to said trademarks.

NOW IT IS HEREBY MUTUALLY AGREED AS FOLLOWS:

That for good and valuable consideration, receipt of which is hereby acknowledged, the ASSIGNOR does hereby sell, assign and transfer unto the said ASSIGNEE all the rights, title, and interest, together with any and all goodwill in and to the herein subject trademarks for the United States, including any renewals or extensions thereof that are or may be secured under the laws of the United states now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its 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, if any, as of the effective date of this Assignment of Intellectual Property or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

[SIGNATURE PAGE IMMEDIATELY FOLLOWS]

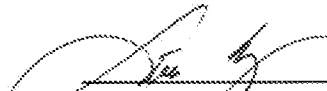
IN WITNESS WHEREOF, the parties have executed this Assignment of Intellectual Property to be effective as of January 4, 2023.

ASSIGNEE:

North Restaurants LLC
By: The Cheesecake Factory Restaurants,
Inc. a California Corporation
Its: Manager

ASSIGNOR:

TCF Co. LLC, a Nevada Limited
Liability Company
By: The Cheesecake Factory
Incorporated
Its: Sole Managing Member

By: 
Name: Scarlett May
Its: Vice President & Secretary

By: 
Name: Scarlett May
Its: EVP & Secretary

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

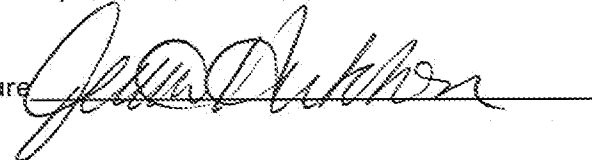
State of California
County of Los Angeles)

On Dec. 30, 2022 before me, Jessca Hutchison, Notary Public
(insert name and title of the officer), the undersigned Notary Public for the State of California,

personally appeared Scarlett May who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature 

(Seal)

