

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reichard Bros. Enterprises, Inc.		02/11/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Habit Holding Company, LLC		
Street Address:	1019 Chapala Street		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93101		
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1557088	HAMBURGER HABIT	
CORRESPONDENCE DATA			
Fax Number:	(805)278-8064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(805) 278-8855		
Email:	ashley@cuttingedgepatents.com		
Correspondent Name:	Richard T. Lyon		
Address Line 1:	300 Esplanade Dr., Suite 800		
Address Line 4:	Oxnard, CALIFORNIA 93036		
ATTORNEY DOCKET NUMBER:	REI-007-04		
NAME OF SUBMITTER:	Richard T. Lyon		
Total Attachments: 3			
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source=rei-007-04assignment#page2.tif			
source=rei-007-04assignment#page3.tif			

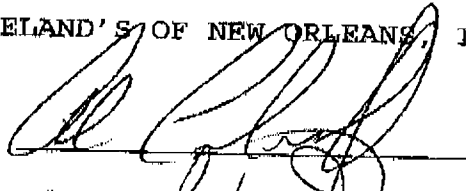
OP \$40.00 1557088

TRADEMARK ASSIGNMENT

In consideration for payment to it of \$10,000, Copeland's of New Orleans, Inc., a Louisiana corporation ("Copeland's"), hereby assigns to Reichard Bros. Enterprises, Inc., a California corporation, (i) all of Copeland's right, title, and interest in the trademark HAMBURGER HABIT ("the Mark") throughout the world, together with the goodwill of the business in connection with which the Mark has been and is used and which is symbolized by the Mark, (ii) all of Copeland's applications to register and registrations for the Mark throughout the world, including subsisting U.S. Reg. No. 1,557,088, and (iii) all accrued and future claims for infringement of the Mark. Copeland's represents and warrants that it has not previously assigned or licensed any rights in the Mark, and that the Mark is not subject to any liens, encumbrances, mortgages or adverse claims. Copeland's makes no representation or warranty as to the validity or strength of the Mark.

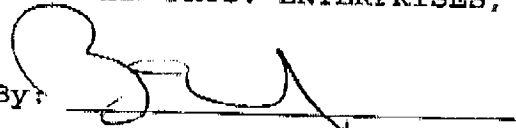
COPELAND'S OF NEW ORLEANS, INC.

DATED: February 3, 2003

By: 
Its SECRETARY/TREASURER

REICHARD BROS. ENTERPRISES, INC.

DATED: February 3, 2003

By: 
Its (SVP) PRESIDENT

TRADEMARK ASSIGNMENT

WHEREAS, REICHARD BROS. ENTERPRISES, INC., (aka "Reichard Brothers Enterprises, Inc.") a California corporation, of 1019 Chapala Street, Santa Barbara, California 93101 ("Assignor") owns the Trademarks listed on Schedule 1 attached hereto and incorporated herein by this reference; and

WHEREAS, HABIT HOLDING COMPANY, LLC, a California limited liability company, of 1019 Chapala Street, Santa Barbara, California 93101 ("Assignee"), is desirous of acquiring all right, title and interest in and to said Trademarks, the common law rights associated therewith and the registrations with respect thereto, and all of the goodwill of the business associated with the use of and symbolized by said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, Assignor's entire right, title and interest in the Trademarks listed in Schedule A attached hereto and incorporated herein by this reference, the common laws rights associated therewith and the registrations with respect thereto, and all of the goodwill of the business associated with the use of and symbolized by said Trademarks together with all claims for damages by reason of past, present and future infringement of the rights assigned under this Trademark Assignment, with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this transfer to Assignee had not been made.

DATED: February 11, 2004

REICHARD BROS. ENTERPRISES, INC.,
a California corporation (aka "Reichard
Brothers Enterprises, Inc.")

By 

Brent B. Reichard, President

By 

Bruce M. Reichard, Secretary

Schedule 1

List of Trademarks

1. Service Mark Principal Register No. 2,397,691 (October 24, 2000).
2. Service Mark Principal Register No. 2,372,967 (August 1, 2000).
3. Service Mark Principal Register Application Serial No. 76/526701 (June 23, 2003).
4. Trademark Registration No. 1,557,088 (Issued September 19, 1989.
Assigned March 3, 2003).

Handwritten initials 'BR' and a signature.