



UNITED STATES PATENT AND TRADEMARK OFFICE

Home

Index

06-11-2007

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TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sweetriver Franchise, L.L.C.		03/02/2004	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Steven Emmons		
Street Address:	17901 Von Karman		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2624551	BAJA BLAST	
CORRESPONDENCE DATA			
Fax Number:	(972)338-7899		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	972.338.7139		

Email: trademarks@tricon-yum.com
Correspondent Name: YUM! Brands, Inc./Taco Bell Corp.
Address Line 1: 1441 N. Dallas Parkway
Address Line 2: 3rd Floor
Address Line 4: Dallas, TEXAS 75254-7552

**ATTORNEY DOCKET
NUMBER:**

TM8311

NAME OF SUBMITTER:

Larisa M. Colton

Total Attachments: 3

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source=BAJAASSIGN2#page1.tif
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RECEIPT INFORMATION

ETAS ID: TM11295
Receipt Date: 04/23/2004
Fee Amount: \$ 40

(Fee OK)

[Return to ETAS home page](#)

[Statewide assignment](#)

[| HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM STATUS](#) | [BUSINESS CENTER](#) | [NEWS&NOTICES](#) |
[CONTACT US](#) | [PRIVACY STATEMENT](#)

**ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION
AND GOODWILL OF BUSINESS**

Sweetriver Franchise, L.L.C., a California limited liability company ("Assignor"), represents that it is the owner of the following trademark registration and all goodwill associated with the trademark, registered on the Principal Register:

For Trademark: BAJA BLAST
Serial No.: 76311944
Registered: 2624551
Issued on: September 24, 2002
International Class: 042

For lawful consideration, receipt of which by Assignor is hereby acknowledged, Assignor hereby sells, assigns, quit-claims, transfers and conveys all the right, title and interest in and to the foregoing trademark registration together with the goodwill of Assignor's business symbolized by and associated with the trademark and the trademark registration, to STEVEN EMMONS, its assigns, successors and other legal representatives (collectively "Assignee") for their use and enjoyment in perpetuity or so long as permitted by law, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and sale had not been made and Assignor agrees at the request and expense of Assignee to execute other documents consistent with Assignee's ownership, use and enjoyment of such mark, registration and goodwill.

The benefits of this Assignment shall inure to Assignee and its assigns and transferees and shall be binding upon Assignor and its assigns, legal representatives and transferees of any nature. Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registrations for such mark to Assignee, as the owner of the entire interest, for sole use and benefit of Assignee, its successors, assigns and legal representatives.

The undersigned declare: that they are the only members of Assignor, and are authorized to execute this declaration on behalf of Assignor; that all statements made hereinabove are of their own knowledge true and that all statements made on information and belief are believed to be true; and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and may jeopardize the validity of the above-identified registration.

[73556v2]

Assignor:

Sweetriver Franchise, L.P.C.,
a California limited liability company

Dated: 3-2-04

By: *Jim Souza*
James Souza, member

Dated: 3-2-04

By: *Celeste Souza*
Celeste Souza, member

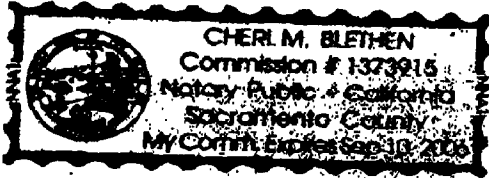
[73556v2]

STATE OF CALIFORNIA)
)
COUNTY OF SACRAMENTO)

ss.

On March 2, 2004, before me, Cheri M. Blethen, the undersigned notary public, personally appeared James Souza, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacities, and that by their signatures on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

WITNESS my hand and official seal.



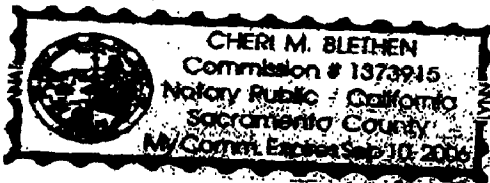
Cherim Blethen

STATE OF CALIFORNIA)
)
COUNTY OF SACRAMENTO)

ss.

On March 2, 2004, before me, Cheri M. Blethen, the undersigned notary public, personally appeared Celeste Souza, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacities, and that by their signatures on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.

WITNESS my hand and official seal.



Cherim Blethen