

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Shakey's Restaurants Franchising Company, LLC		12/31/2007	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Shakey's USA, Inc.
<b>Street Address:</b>	2200 West Valley Blvd.
<b>City:</b>	Alhambra
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	91803
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 25**

Property Type	Number	Word Mark
Registration Number:	3350335	SHAKEY'S PIZZA PARLOR EST. 1954
Registration Number:	3350333	SHAKEY'S PIZZA & GRILL EST. 1954
Registration Number:	3350264	SHAKEY'S PIZZA & GRILL
Serial Number:	78786846	SHAKEY'S GRILL
Registration Number:	3186530	SHAKEY'S USA
Registration Number:	3185594	PIZZARITO
Registration Number:	3058898	MO JO
Registration Number:	3045494	SHAKEY'S FIRE BAKED CHICKEN
Registration Number:	3021004	WORLD'S GREATEST PIZZA
Registration Number:	2716028	MEXICAN FIESTA
Registration Number:	2597827	SHAKEY'S IT'S TIME
Registration Number:	1985736	SHAKEY'S
Registration Number:	1988616	THE PIZZA THAT STARTED IT ALL
Registration Number:	1974592	MO JO SHAKEY'S

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Registration Number:	1771676	MOJO
Registration Number:	1728380	ALL-AMERICAN BUFFET
Registration Number:	1445725	SHAKEY'S
Registration Number:	1440282	SHAKEY'S PIZZA & BUFFET RESTAURANT
Registration Number:	1397221	SHAKEY'S PIZZA RESTAURANT
Registration Number:	1339767	SHAKEY'S PIZZA RESTAURANT
Registration Number:	1008087	SHAKEY'S
Registration Number:	0965257	BUNCH OF LUNCH
Registration Number:	0817896	SHAKEY'S
Registration Number:	0811107	SHAKEY'S PIZZA PARLOR AND YE PUBLIC HOUSE
Registration Number:	0721138	SHAKEY'S

**CORRESPONDENCE DATA**

Fax Number: (213)452-1222  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 213.452.1220  
Email: jabasto@gracelaw.com  
Correspondent Name: Grace & Grace LLP  
Address Line 1: 444 S. Flower St., Ste. 3875  
Address Line 4: Los Angeles, CALIFORNIA 90071

ATTORNEY DOCKET NUMBER:	SHAKEYS
NAME OF SUBMITTER:	Jill M. Abasto
Signature:	/jill m abasto/
Date:	03/26/2008

Total Attachments: 4  
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ASSIGNMENT

ASSIGNOR

**Shakey's Restaurants Franchising  
Company LLC ("SRFC")**  
2200 West Valley Boulevard  
Alhambra, CA 91803

ASSIGNEE

**Shakey's USA, Inc. ("Shakey's")**  
2200 West Valley Boulevard  
Alhambra, CA 91803

ASSIGNED RIGHTS shall mean all intellectual property in which the SRFC has any right, title or interest, including, but not limited to, "Marks" (as hereinafter defined), all "Copyrights" (as hereinafter defined), all "Trade Secrets and Confidential Information" (as hereinafter defined), all "Domain Names" (as hereinafter defined), and all "Related Rights" (as hereinafter defined)

1. "Marks" means all words, names, logos, symbols, designs, trade names, brand names, source indicia, trade dress, trademarks and service marks used or intended to be used by SRFC, whether registered or unregistered, all U S and foreign applications for registration of the foregoing, and all U S. and foreign registrations for the foregoing, including, but not limited to, the applications and registrations set forth in Schedule 1.

2. "Copyrights" means all copyrights, U S and foreign, whether registered or not, and all works of any kind which fall within the subject matter of copyright, including, but not limited to, SRFC's business documents and files, customer documents and files, Internet web site content, databases, product designs and packaging, advertising, promotional material and products (whether developed or in development) in any tangible medium of expression, all copyrightable materials created by SRFC's employees and independent contractors, and any and all moral rights associated therewith or pertaining thereto

3. "Trade Secrets and Confidential Information" means business information, confidential information, financial information, business trade secrets, marketing information, financial and technical trade secrets, techniques, processes, know-how, and other information that has actual or potential independent economic value from not being generally known to the public or to persons who can obtain economic value from using or disclosing any such information.

4. "Domain Names" means all registrations of Internet domain names by SRFC with any domain name registrar, including, but not limited to, the items in Schedule 1.

5. "Related Rights" is defined to include:

A All goodwill of the business symbolized by the Marks;

B All rights, claims and causes of action to enjoin infringement of the ASSIGNED RIGHTS and to claim and recover damages for past or continuing infringements of or violations of any ASSIGNED RIGHT in any and all jurisdictions.

NOW THEREFORE, as part of the transfer of all business assets to which the ASSIGNED RIGHTS is related and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, SRFC does hereby sell, assign, transfer and set over to Shakey's, its successors and assigns, the entire right, title and interest of SRFC in and to each and all ASSIGNED RIGHTS

SRFC hereby covenants that it has full right to convey the interest assigned herein and that it has not executed and will not execute any agreement in conflict herewith

IN WITNESS WHEREOF, SRFC has made this Assignment effective as of December 31, 2007

**SHAKEY'S RESTAURANTS  
FRANCHISING COMPANY, LLC**

By: 

Its: PRESIDENT & CEO

**SCHEDULE 1**

U.S. TRADEMARK REGISTRATIONS AND PENDING APPLICATIONS

<u>TRADEMARK</u>	<u>REGISTRATION OR SERIAL NO.</u>	<u>REGISTRATION OR FILING DATE</u>
SHAKEY'S PIZZA PARLOR EST 1954 (and design)	3350335	12/4/07
SHAKEY'S PIZZA & GRILL EST 1954 (and design)	3350333	12/4/07
SHAKEY'S PIZZA & GRILL	3350264	12/4/07
SHAKEY'S GRILL	78/786846	1/6/06 (filing date)
SHAKEY'S USA (and design)	3186530	12/19/2006
PIZZARITO	3185594	12/19/06
MO JO (and design)	3058898	2/14/06
SHAKEY'S FIRE BAKED CHICKEN	3045494	1/17/06
WORLD'S GREATEST PIZZA	3021004	11/29/05
MEXICAN FIESTA	2716028	5/13/03
SHAKEY'S IT'S TIME	2597827	7/23/02
SHAKEY'S (stylized)	1985736	7/9/96
THE PIZZA THAT STARTED IT ALL	1988616	7/23/96
MO JO SHAKEY'S (and design)	1974592	5/21/96
MOJO	1771676	5/18/93
ALL-AMERICAN BUFFET	1728380	10/27/92
SHAKEY'S (stylized)	1445725	6/30/87
SHAKEY'S PIZZA & BUFFET RESTAURANT (and design)	1440282	5/19/87
SHAKEY'S PIZZA RESTAURANT (and design)	1397221	6/10/86
SHAKEY'S PIZZA RESTAURANT (and design)	1339767	6/4/85
SHAKEY'S	1008087	4/1/75
BUNCH OF LUNCH	0965257	7/31/73
SHAKEY'S	0817896	11/1/66
SHAKEY'S PIZZA PARLOR AND YE PUBLIC HOUSE	0811107	7/12/66
SHAKEY'S	0721138	9/5/61

FOREIGN TRADEMARK REGISTRATIONS

MARK	COUNTRY	REG. NO.
SHAKEY'S	International Register	855164
SHAKEY'S	Mexico	915535
MOJO	International Register	848587
MOJO	Mexico	901989

DOMAIN NAMES: [www.shakeys.com](http://www.shakeys.com)