

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Habit Holding Company, L.L.C.		07/31/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Habit Restaurants, L.L.C.		
<b>Street Address:</b>	1019 Chapala Street		
<b>City:</b>	Santa Barbara		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93101		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2372967	THE HABIT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(805)278-8064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ashley@cuttingedgepatents.com		
<b>Correspondent Name:</b>	Lyon & Harr, LLP		
<b>Address Line 1:</b>	300 Esplanade Dr.		
<b>Address Line 2:</b>	Suite 800		
<b>Address Line 4:</b>	Oxnard, CALIFORNIA 93036		
<b>ATTORNEY DOCKET NUMBER:</b>	REI-085-99		
<b>NAME OF SUBMITTER:</b>	Richard T. Lyon		
<b>Signature:</b>	/Richard T. Lyon/		
<b>Date:</b>	04/14/2008		

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Total Attachments: 1  
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**ASSIGNMENT FOR TRADEMARK**

WHEREAS, Habit Holding Company, L.L.C., a Limited Liability Company organized under the laws of the State of California, (hereinafter referred to as ASSIGNOR), having a mailing address of 1019 Chapala Street, Santa Barbara, CA 93101, adopted, used and is using the mark "THE HABIT" which has been registered on August 1, 2000 in the United States Patent and Trademark Office, Reg. No. 2,372,967;

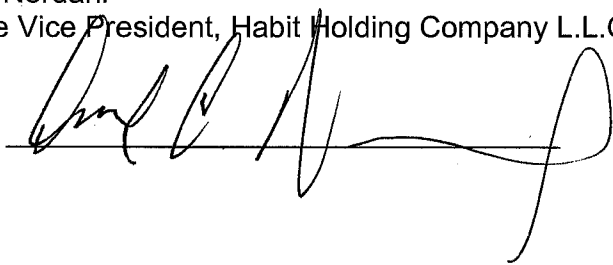
WHEREAS, The Habit Restaurants, L.L.C., a Limited Liability Company under the laws of the State of Delaware, (hereinafter referred to as ASSIGNEE) having a mailing address of 1019 Chapala Street, Santa Barbara, CA 93101, is desirous of acquiring the entire right, title and interest in and to the above described mark and registration thereof;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto said ASSIGNEE, the entire right, title and interest in and to said mark, together with the good will of the business symbolized by said mark, and the above-identified registration thereof, said mark to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this assignment, transfer and sale not been made. ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all letters patent on said mark to ASSIGNEE. ASSIGNOR agrees to execute all instruments and documents required for the registration of said mark, for litigation regarding said mark, or for the purpose of protecting title to said mark thereof.

IN WITNESS WHEREOF, I have hereunto signed my name on the day and year set forth below.

David C. Nordahl  
Executive Vice President, Habit Holding Company L.L.C.

Signed: \_\_\_\_\_



Date: July 31, 2007