

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
Yard House USA, Inc.		10/26/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Round It Up America, Inc.		
Street Address:	633 West 5th Street		
Internal Address:	Step toe & Johnson LLP, Suite 700		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90071-2005		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3785999	ROUND IT UP AMERICA	
Registration Number:	3786009	ROUND IT UP AMERICA	
Serial Number:	77711216	ROUND IT UP	
CORRESPONDENCE DATA			
Fax Number:	(310)734-3166		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-734-3266		
Email:	wfinkelstein@step toe.com		
Correspondent Name:	William A. Finkelstein		
Address Line 1:	2121 Avenue of the Stars		
Address Line 2:	Step toe & Johnson LLP, Suite 2800		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	83677.0001		
NAME OF SUBMITTER:	William A. Finkelstein		

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TRADEMARK
REEL: 004304 FRAME: 0433

Signature:	/waf/
Date:	10/26/2010
Total Attachments: 1 source=Trademark Assignment - Yard House - RIUA#page1.tif	

DEED OF TRADEMARK ASSIGNMENT

TO ALL IT MAY CONCERN, effective October , 2010, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Yard House USA, Inc., a California corporation, hereby sells, assigns and transfers to Round It Up America, Inc., a California corporation, its successors and assigns, the entire right, title and interest in and to the trademarks listed below in relation to a transfer of all that portion of its business in the United States pertaining to the trademarks, the goodwill of the business associated with the said trademarks, all past, present and future claims, demands and causes of action based thereon, and including the following trademark registrations and applications therefor:

<u>Trademark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
ROUND IT UP AMERICA	3,785,999 (S.N. 77/706873)	05/04/10
ROUND IT UP AMERICA & Design	3,786,009 (S.N. 77/711917)	05/04/10
<u>Trademark</u>	<u>U.S. Application No.</u>	<u>Application Date</u>
ROUND IT UP	S.N. 77/711216	04/09/09

Yard House USA, Inc.

By: 

Name: JAR WITZ

Position: ELP / CFO

Date: 10/26/10

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