

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
New Taste		10/27/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Ketch On Fire		
Street Address:	414 N. Orleans		
Internal Address:	#402		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2807440	KETCHIPOTLE	
Registration Number:	2799444	BUFF-A-QUE	
CORRESPONDENCE DATA			
Fax Number:	(312)786-2105		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-786-2100		
Email:	uspto@alterandpreece.com		
Correspondent Name:	Alter And Preece		
Address Line 1:	53 W. Jackson Blvd.		
Address Line 2:	Suite 1062		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	30042		
NAME OF SUBMITTER:	Nora A. Preece		

OP \$65.00 2807440

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**TRADEMARK
 REEL: 004308 FRAME: 0551**

Signature:	//nora a preece//
Date:	11/02/2010
Total Attachments: 1 source=Executed_Assignment_NewTaste_30042#page1.tif	

ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS

THIS ASSIGNMENT is made and entered into as of the 27 day of October, 2010 by NEW TASTE, LLC, a Nevada Limited Liability Corporation, and its successors and assigns, 173 Desert Falls Circle, Palm Desert, California 92211, ("Assignor") in favor of KETCH ON FIRE LLC, an Illinois Limited Liability Corporation, 414 N. Orleans # 402, Chicago, Illinois 60654 ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby transfers and assigns to Assignee all of its right, title and interest in and to the trademarks and service marks and United States registrations relating to such marks as listed below, together with the goodwill appurtenant thereto:

KETCHIPOTLE	Reg. 2,807,440	U.S.A
BUFF-A-QUE	Reg. 2,799,444	U.S.A

Assignor agrees to execute such additional documents as may be reasonably requested by Assignee to further evidence or perfect the foregoing assignment.

Accepted:

NEW TASTE, LLC, Assignor

By Deborah A. Seby
Name Deborah A. Seby
Title Managing Member

Dated 10/27/10

KETCH ON FIRE LLC, Assignee

By Gregory S. Johnson
Name Gregory S. Johnson
Title CEO

Dated 10/28/2010