

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
Loco 124, Inc.		12/23/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Loco Management North, Inc.		
Street Address:	115 Stanton Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10002		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3549112	ENSALADA LOCA	
Registration Number:	3549113	GUACO LOCO	
Registration Number:	3684892	STUPID	
Registration Number:	3684891	SERIOUS	
CORRESPONDENCE DATA			
Fax Number:	(212)308-4844		
Phone:	212 308-4411		
Email:	trademark@edwardswildman.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	David Weild III		
Address Line 1:	F.D.R. Station, P.O. Box 130		
Address Line 4:	New York, NEW YORK 10150		
ATTORNEY DOCKET NUMBER:	302605-4008		
NAME OF SUBMITTER:	David Weild		

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TRADEMARK

Signature:	/dw/
Date:	01/06/2012
Total Attachments: 3 source=Assignment - Loco 124, Inc#page1.tif source=Assignment - Loco 124, Inc#page2.tif source=Assignment - Loco 124, Inc#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Loco 124, Inc., a New York corporation having an address at 124 2nd Avenue, New York, New York, 10003 (hereinafter "ASSIGNOR"), owns and has used the registered trademarks identified in Schedule A hereto attached (hereinafter referred to as "Trademarks"); and

WHEREAS, Loco Management North, Inc., a New York corporation having an address of 115 Stanton Street, New York, New York, 10002 (hereinafter "ASSIGNEE") is desirous of acquiring all rights that ASSIGNOR may have in the Trademarks together with the goodwill of the business in connection with which the said marks are used and which is symbolized by them, along with the right to recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, all right, title and interest in and to the Trademarks and the registrations thereof, together with the goodwill of the business in connection with which said marks are used and which is symbolized thereby and together with the right to recover damages and profits for past infringements thereof.

ASSIGNOR further agrees to execute and deliver at the request of ASSIGNEE, all papers, instruments and assignments, and to perform all reasonable acts as ASSIGNEE may require in order irrevocably to consolidate, vest and record ASSIGNOR'S right, title, and interest in and to the Trademarks in ASSIGNEE and otherwise effectuate the purposes of this Trademark Assignment.

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark Assignment as an instrument under seal on this 23 day of December, 2011.

LOCO 124, INC.

By: [Signature]
Name: DARRELL NELSEN
Title: CEO

STATE OF NEW YORK
COUNTY OF NEW YORK ss.

On this the 23 day of December, 2011, before me appeared Darrell Nelsen, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

GENYA K. BLAHY
Notary Public State of New York
No. 01BL6139335
Qualified in Queens County
My Commission Expires January 9 2014

[Signature]
Notary Public
My commission expires: January 9, 2014

The foregoing Trademark Assignment of said trademarks and related rights by ASSIGNOR is hereby accepted as of this 23 day of December, 2011.

LOCO MANAGEMENT NORTH, INC.

By: [Signature]
Name: DARRELL NELSEN
Title: CEO

STATE OF NEW YORK
COUNTY OF NEW YORK ss.

On this the 23 day of December, 2011, before me appeared Darrell Nelsen, the person who signed this instrument, who acknowledged that he signed such instrument as his free act and deed.

GENYA K. BLAHY
Notary Public State of New York
No. 01BL6139335
Qualified in Queens County
My Commission Expires January 9 2014

[Signature]
Notary Public
My commission expires: January 9, 2014

SCHEDULE A

<u>Trademark</u>	<u>U.S. Reg. No.</u>
ENSALADA LOCA	3, 549,112
GUACO LOCO	3,549,113
STUPID	3,684,892
SERIOUS	3,684,891