

## 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
Stew Leonard's (Marianne Leonard and The Marianne Leonard Trust of 1993)		03/19/2013	PARTNERSHIP: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Stew Leonard's		
Street Address:	100 Westport Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851		
Entity Type:	PARTNERSHIP: CONNECTICUT		
Composed Of:	<ul style="list-style-type: none"> <li>The Marianne Leonard Trust of 1993 (Jill Tavello U.S. citizen and Daniel L. Arthur U.S. citizen), CONNECTICUT, TRUSTEE</li> <li>The Marianne Leonard Trust of 2006 (Daniel L. Arthur U.S. citizen), CONNECTICUT, TRUSTEE</li> </ul>		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2019029	BETHY'S BAKERY	
Registration Number:	1232913	STEW LEONARD'S	
Registration Number:	1241294	STEW LEONARD'S	
Registration Number:	2507917	LOWER THE PRICE, SELL THE BEST, WORD OF MOUTH DOES THE REST!	
Registration Number:	2131092	MRS. LEONARD'S	
Registration Number:	2314036	STEW LEONARD'S	
Registration Number:	2007612	STEW'S	
CORRESPONDENCE DATA			
Fax Number:	2037875818		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

OP \$190.00 2019029

*via US Mail.*

Phone: 203-787-0595  
Email: delpet@delpet.com  
Correspondent Name: Peter W. Peterson  
Address Line 1: DeLio & Peterson, LLC  
Address Line 2: 700 State Street, Suite 402  
Address Line 4: New Haven, CONNECTICUT 06511

ATTORNEY DOCKET NUMBER:	SWL 611 (YELLOW/GREEN/P)
NAME OF SUBMITTER:	Peter W. Peterson
Signature:	/Peter W. Peterson/
Date:	03/22/2013

**Total Attachments: 3**

source=swl611recyellowgreenpink\_20130322103412#page1.tif  
source=swl611recyellowgreenpink\_20130322103412#page2.tif  
source=swl611recyellowgreenpink\_20130322103412#page3.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, **Stew Leonard's**, a partnership organized and existing under the laws of the State of Connecticut composed of Marianne Leonard, a citizen of the United States, and The Marianne Leonard Trust of 1993, having its principal place of business at 100 Westport Avenue, Norwalk, CT 06851, U.S.A., (hereinafter referred to as "Assignor"), has adopted, used and is using in its business the trademarks set forth in **SCHEDULE A** attached hereto and made part of this assignment, which are registered or the subject of pending applications for registration in the United States Patent and Trademark Office; and

WHEREAS, **Stew Leonard's**, a partnership organized and existing under the laws of the State of Connecticut, composed of the trustees of the Marianne Leonard Trust of 1993, a Connecticut trust, the trustees comprising Jill Tavello, a U.S. Citizen and Daniel L. Arthur, a U.S. Citizen, and the trustees of the Marianne Leonard Trust of 2006, a Connecticut trust, the trustees comprising Daniel L. Arthur, a U.S. citizen, having its principal place of business at 100 Westport Avenue, Norwalk, CT 06851, U.S.A., (hereinafter referred to as "Assignee") is desirous of acquiring said trademarks set forth in the attached **SCHEDULE A** and the respective registrations and applications for registration thereof together with the goodwill of the business in connection therewith;

NOW, THEREFORE, for good and valuable consideration furnished by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, the entire right, title and interest in and to the said trademark registrations and applications for registration set forth in **SCHEDULE A**, together with the goodwill of the business symbolized by said trademarks and registrations and including all claims for damages by reason of infringement of said trademarks and registrations with the right to sue for damages and

collect the same from and prior to the date given below, all for the Assignee's use and for the use of its successors and assigns.

IN WITNESS WHEREOF, Assignor has hereunto caused this instrument to be signed by its duly authorized officer this 19<sup>th</sup> day of March, 2013.

**STEW LEONARD'S, a Connecticut partnership**

By: Jill L. Tavello

Name: Jill L. Tavello  
Trustee, the Marianne Leonard Trust of 1993

STATE OF CONNECTICUT

)  
) ss: Norwalk, CT  
)






COUNTY OF FAIRFIELD

On this 19<sup>th</sup> day of March, 2013, before me appeared Jill Tavello, to me known and known to me to be a Trustee of the Marianne Leonard Trust of 1993 of Stew Leonard's, and who executed the foregoing instrument and he acknowledged the same to be his/her free act and deed.

Darren Miner  
Notary Public  
my comm. expires 3/31/2013

✓  
(NOTARIAL SEAL)  
Assignment Yellow Green Pink

SCHEDULE A

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
BETHY'S BAKERY	2,019,029	November 26, 1996
	1,232,913	March 29, 1983
	1,241,294	June 7, 1983
LOWER THE PRICE, SELL THE BEST, WORD OF MOUTH DOES THE REST!	2,507,917	November 13, 2001
	2,131,092	January 20, 1998
	2,314,036	February 1, 2000
	2,007,612	October 15, 1996