

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |   |                |                       |
|----------------------------------|---|----------------|-----------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT  |                |                       |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL  |                |                       |
| <b>CONVEYING PARTY DATA</b>      |   |                |                       |
| Name                             | Formerly  | Execution Date | Entity Type           |
| Labriola Inc.                    |   | 06/14/2013     | CORPORATION: ILLINOIS |
| <b>RECEIVING PARTY DATA</b>      |   |                |                       |
| Name:                            | Labriola Baking Company, LLC  |                |                       |
| Street Address:                  | 8016 State Line Road, Suite 215   |                |                       |
| City:                            | Shawnee Mission   |                |                       |
| State/Country:                   | KANSAS  |                |                       |
| Postal Code:                     | 66208   |                |                       |
| Entity Type:                     | LIMITED LIABILITY COMPANY: DELAWARE   |                |                       |
| <b>PROPERTY NUMBERS Total: 4</b> |   |                |                       |
| Property Type                    | Number  | Word Mark      |                       |
| Registration Number:             | 4237327   | LABRIOLA       |                       |
| Registration Number:             | 3255875   | LABRIOLA       |                       |
| Registration Number:             | 3255876   | LABRIOLA       |                       |
| Registration Number:             | 4103096   | RICHIE PRETZEL |                       |
| <b>CORRESPONDENCE DATA</b>       |   |                |                       |
| Fax Number:                      | 8167531536  |                |                       |
|                                  | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                |                       |
| Phone:                           | 8167531000  |                |                       |
| Email:                           | uspt@polsinelli.com, jwillard@polsinelli.com  |                |                       |
| Correspondent Name:              | Timothy D. Steffens   |                |                       |
| Address Line 1:                  | 700 W. 47th Street, Suite 1000  |                |                       |
| Address Line 4:                  | Kansas City, MISSOURI 64112   |                |                       |
| ATTORNEY DOCKET NUMBER:          | 069580-450475   |                |                       |
| NAME OF SUBMITTER:               | Timothy. D. Steffens  |                |                       |

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|  |                       |
|--|-----------------------|
| Signature:   | /Timothy D. Steffens/ |
| Date:  | 06/19/2013            |
| Total Attachments: 2<br>source=PLAZA-#2413297-v1-Executed_Trademark_Assignment#page1.tif<br>source=PLAZA-#2413297-v1-Executed_Trademark_Assignment#page2.tif |                       |

TRADEMARK ASSIGNMENT

RECITALS

Labriola, Inc., an Illinois corporation, located at 3701 West 128th Place, Alsip, Illinois 60803 ("Assignor") has adopted, used or is using certain trademarks or service marks as set forth on the attached Schedule A (the "Marks"), in conjunction with Assignor's business, together with the goodwill symbolized thereby; and

Labriola Baking Company, LLC, a Delaware limited liability company, located at 8016 State Line Road, Suite 215, Shawnee Mission, Kansas 66208 ("Assignee"), is desirous of acquiring the Marks and any pending applications or registrations issued in connection therewith and the goodwill symbolized thereby.

In consideration of the premises, Assignor agrees as follows:

1. Assignment. Assignor hereby conveys, assigns, transfers and sets over unto the Assignee all of the Assignor's right, title and interest in and to the Marks, together with the goodwill symbolized thereby, together with all applications and/or registrations thereof, together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

2. Filing of Assignment. Assignor hereby appoints Assignee to file and record this instrument with the United States Patent and Trademark Office.

Dated: 6/14, 2013.

[Signature]  
[Name, Title] Pres

STATE OF Illinois

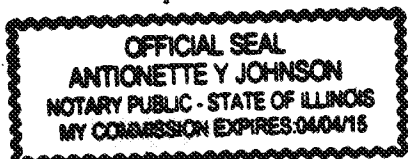
COUNTY OF Cook

On this 14<sup>th</sup> day of June, 2013, before me personally appeared Rich Labriola to me known to be an authorized representative of Assignor described in and who executed the foregoing instrument, and acknowledged that he/she executed the same as his/her free act and deed.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

[Signature]  
Notary Public

My Commission Expires:



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**SCHEDULE A**

**MARKS**

Any and all registered and unregistered trademarks and service marks of Assignor, including, without limitation:

| <b>Mark<br/>Ser. No/Reg. No.</b>   | <b>Goods/Services</b>   | <b>Registration Date</b> | <b>Next Action</b>              | <b>Owner</b>   |
|--|---|--------------------------|---------------------------------|--|
| LABRIOLA<br><br>SN:85-585630<br>RN:4,237,327   | (Int'l Class: 43)<br>Restaurant and cafe<br>services  | November 6, 2012         | 8 & 15 due November 6,<br>2018  | Labriola Inc.<br>(Illinois Corp.)                                    |
| LABRIOLA<br><br>SN:78-938878<br>RN:3,255,875   | (Int'l Class: 30)<br>Bakery products,<br>namely, breads,<br>croissants, danishes,<br>cakes, pastries and<br>cookies | June 26, 2007            | 8 & 15 due June 26, 2013        | Labriola Inc., Db<br>Labriola Baking<br>Company<br>(Illinois Corp.)  |
| LABRIOLA and<br>Design<br><br><br>SN:78-938880<br>RN:3,255,876 | (Int'l Class: 30)<br>Bakery products,<br>namely, breads,<br>croissants, danishes,<br>cakes, pastries and<br>cookies | June 26, 2007            | 8 & 15 due June 26, 2013        | Labriola Inc., Db<br>Labriola Baking<br>Company<br>(Illinois Corp.)  |
| RICHIE PRETZEL<br><br>SN:85-204896<br>RN:4,103,096   | (Int'l Class: 30)<br>Pretzels, bread and<br>bread dough   | February 21, 2012        | 8 & 15 due February 21,<br>2018 | Labriola, Inc., Db<br>Labriola Baking<br>Company<br>(Illinois Corp.) |
| CHICAGO'S<br>ARTISAN<br>BAKER  |   |                          | UNREGISTERED                    |  |