

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
THE TREADSTONE GROUP, INC.		02/26/2010	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KFC CORPORATION		
<b>Street Address:</b>	1441 Gardiner Lane		
<b>Internal Address:</b>	Legal-Trademarks		
<b>City:</b>	Louisville		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40213		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78750814	SO GOOD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(972)338-7899		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	972-338-8163		
<b>Email:</b>	trademarks@yum.com		
<b>Correspondent Name:</b>	Philip		
<b>Address Line 1:</b>	14841 N. Dallas Parkway		
<b>Address Line 4:</b>	Dallas, TEXAS 75254		
<b>ATTORNEY DOCKET NUMBER:</b>	TM60183		
<b>NAME OF SUBMITTER:</b>	PHILIP DAVISON		
<b>Signature:</b>	/Philip Davison/		

CH \$40.00 78750814

**900156268**

**TRADEMARK  
 REEL: 004161 FRAME: 0091**

Date:

03/04/2010

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS The Treadstone Group, Inc., a North Carolina corporation with offices at 3272 Lakeshore Road South, Denver, North Carolina, 28037 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 3243849 for SO GOOD ("Trademark"); and

WHEREAS KFC Corporation, a Delaware corporation with offices at 1441 Gardiner Lane, Louisville, Kentucky, 40213 USA (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to such Trademark, the goodwill symbolized thereby as well as the right to sue for past and present infringements thereof.

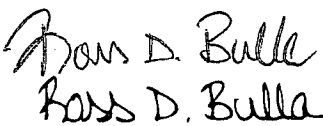
NOW THEREFORE IT IS AGREED AS FOLLOWS

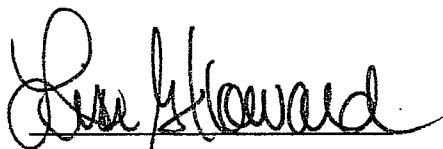
For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of the 26<sup>th</sup> day of February, 2010.

The Treadstone Group, Inc. (Seller)

KFC Corporation (Buyer)

By:   
Ross D. Bulla

By: 

Name: Ross Bulla

Name: Lisa Howard

Title: President

Title: Assistant Secretary

Date: February 26, 2010 <sup>RDB</sup>

Date: March 1, 2010