

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
Unicept Corporation		10/11/2005	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JBR, Inc.		
<b>Street Address:</b>	1933 Davis St., Suite 308		
<b>City:</b>	San Leandro		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94577		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2909521	CINNAMON CRUMB CAKE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)398-3249		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4157811989		
<b>Email:</b>	ciganovich.maria@dorsey.com		
<b>Correspondent Name:</b>	David J. Brezner		
<b>Address Line 1:</b>	555 California St., Suite 1000		
<b>Address Line 2:</b>	Dorsey & Whitney LLP		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94104		
<b>ATTORNEY DOCKET NUMBER:</b>	468764-78/DJB		
<b>NAME OF SUBMITTER:</b>	David J. Brezner		
<b>Signature:</b>	/David J. Brezner/		
<b>Date:</b>	12/01/2005		

**CH \$40.00 2909521**

Total Attachments: 2  
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**ASSIGNMENT**

WHEREAS, Unicept Corporation, a corporation of the state of California having its principal place of business at 26804 Vista Terrace, Lake Forest, California 92630 (hereinafter called "Assignor"), has adopted, used, and is using CINAMMON CRUMBCAKE as a trademark and service mark;

WHEREAS, said Assignor has filed applications for registration, and has obtained certain registrations, of said marks in the United States as follows:

**Reg. No.**  
2,909,521

**Next Deadline**  
8 & 15 Declaration due: 12/14/2010  
Renewal due: 12/14/2014

WHEREAS, JBR, Inc., a corporation of the state of California, having its principal place of business at 1933 Davis Street, Suite 308, San Leandro, California 94577 (hereinafter called "Assignee"), is desirous of acquiring all right, title and interest in and to said marks, said applications for registration of said marks in the United States, and said registrations of said marks in the United States, together with the goodwill of the business symbolized by said marks;

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, receipt in full of which is hereby acknowledged by Assignor, said Assignor hereby assigns unto Assignee all right, title and interest in and to said marks, said applications for registration of said marks in the United States, and said registrations of said marks in the United States, together with the goodwill of the business symbolized by said marks.

The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns and other legal representatives, and

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shall be binding upon Assignor, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this Assignment to be executed and delivered by is duly authorized representative this 11<sup>TH</sup> day of OCTOBER, 2005.

ASSIGNOR

Unicept Corporation,  
a California corporation

By:

Scott K. Plail  
Scott K. Plail

Its: President

STATE OF CALIFORNIA

COUNTY OF ORANGE

On this 11<sup>TH</sup> day of OCTOBER, in the year 2005, before me the undersigned Notary Public personally appeared SCOTT K. PLAIL, () known to me / () ~~proved to me on the affirmation of~~                      to be the person whose name is subscribed to the within instrument, and acknowledged that s/he executed the same.

Nancy S. McAnally  
Notary Public

