

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bar Louie America, Inc.		12/30/2009	CORPORATION: ILLINOIS
Bar Louie Development, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Trademark, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Anaheim, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Ann Arbor, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Bolingbrook, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Boynton Beach, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Buffalo, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Cleveland, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Clinton, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie D.C., Inc.		12/30/2009	CORPORATION: DISTRICT OF COLUMBIA
Bar Louie Dayton, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Dearborn, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Denver, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Easton, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Evanston, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Flint, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Fort Myers, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Grand Rapids, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Hyde Park, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Kirkwood, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Laurel Park, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Milwaukee, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Naperville, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Newport, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Oak Park, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Orlando, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Pittsburgh, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie St. Louis, Inc.		12/30/2009	CORPORATION: INDIANA

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**TRADEMARK  
 REEL: 004123 FRAME: 0295**

Bar Louie Southglenn, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Tampa, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Taylor, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Water Street, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Waterfront, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Westminster, Inc.		12/30/2009	CORPORATION: INDIANA
Bluepoint Toledo, Inc.		12/30/2009	CORPORATION: INDIANA
East Coast Restaurants, Inc.		12/30/2009	CORPORATION: INDIANA
Prime Bar Arcadia LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Stonefish Grill Richmond, Inc.		12/30/2009	CORPORATION: INDIANA
111 Wacker Restaurant Corp.		12/30/2009	CORPORATION: INDIANA
33 Restaurant, Inc.		12/30/2009	CORPORATION: INDIANA
320 S. Michigan Restaurant LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Bar Louie Edison Mall, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Las Vegas, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Orland Park, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie Peoria, Inc.		12/30/2009	CORPORATION: INDIANA
Bar Louie, Inc.		12/30/2009	CORPORATION: INDIANA
Blue Point Tuscan, Inc.		12/30/2009	CORPORATION: INDIANA
Bluepoint Hollywood, Inc.		12/30/2009	CORPORATION: INDIANA
Deerfield Restaurant, Inc.		12/30/2009	CORPORATION: INDIANA
Grillroom Baton Rouge, Inc.		12/30/2009	CORPORATION: INDIANA
Grillroom Bonita, Inc.		12/30/2009	CORPORATION: INDIANA
Midtown Kitchen & Bar, Inc.		12/30/2009	CORPORATION: INDIANA
One North, Inc.		12/30/2009	CORPORATION: INDIANA
Prime Bar Chicago, LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Prime Bar Denver, L.L.C.		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Prime Bar Gulfstream, L.L.C.		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Prime Bar Orlando, LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Prime Bar Scottsdale LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Prime Bar St. Louis, Inc.		12/30/2009	CORPORATION: INDIANA
Prime Bar Tampa, L.L.C.		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Red Star Indianapolis, Inc.		12/30/2009	CORPORATION: INDIANA
Red Star Louisville, Inc.		12/30/2009	CORPORATION: INDIANA
Red Star Newport News, Inc.		12/30/2009	CORPORATION: INDIANA

**TRADEMARK**

**REEL: 004123 FRAME: 0296**

Red Star Orlando, Inc.		12/30/2009	CORPORATION: INDIANA
Red Star Virginia Beach, Inc.		12/30/2009	CORPORATION: INDIANA
Townhouse Galleria, L.L.C.		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Concepts America, Inc.		12/30/2009	CORPORATION: INDIANA
Concepts Trademark Inc.		12/30/2009	CORPORATION: INDIANA
Red Star America, Inc.		12/30/2009	CORPORATION: INDIANA
Restaurants-America Consulting Group, Inc.		12/30/2009	CORPORATION: INDIANA
Restaurants-America Management LLC		12/30/2009	LIMITED LIABILITY COMPANY: INDIANA
Restaurants-America Trademark, Inc.		12/30/2009	CORPORATION: INDIANA
Restaurant Construction, Inc.		12/30/2009	CORPORATION: INDIANA
RDG Chicago Trademark Co.		12/30/2009	CORPORATION: INDIANA

**RECEIVING PARTY DATA**

<b>Name:</b>	BL Finance, LLC, as Administrative Agent
<b>Street Address:</b>	5200 Town Center Circle, Suite 600
<b>City:</b>	Boca Raton
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33486
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Serial Number:	74390071	BAR LOUIE
Serial Number:	77091325	BAR LOUIE
Serial Number:	77093582	BAR LOUIE
Serial Number:	77091343	EAT · DRINK · BE HAPPY
Serial Number:	77093401	THE GRILLROOM CHOPHOUSE & WINEBAR
Serial Number:	77769050	RESTAURANTS-AMERICA
Serial Number:	74519543	NICK & TONY'S ITALIAN CHOPHOUSE
Serial Number:	76467734	RED STAR TAVERN
Serial Number:	76551503	SOUTH CITY GRILL
Serial Number:	76553562	STONEFISH GRILL

**CORRESPONDENCE DATA**

**Fax Number:** (202)739-3001  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 202-739-5652  
**Email:** chowell@morganlewis.com, jwashington@morganlewis.com,  
 ateixeira@morganlewis.com  
**Correspondent Name:** Catherine R. Howell, Senior Paralegal  
**Address Line 1:** 1111 Pennsylvania Ave., N.W.; Attn: TMSU  
**Address Line 2:** Morgan, Lewis & Bockius LLP  
**Address Line 4:** Washington, DISTRICT OF COLUMBIA 20004

<b>ATTORNEY DOCKET NUMBER:</b>	52735-0172
<b>NAME OF SUBMITTER:</b>	Catherine R. Howell, Senior Paralegal
<b>Signature:</b>	/Catherine R. Howell/
<b>Date:</b>	12/31/2009

**Total Attachments: 25**  
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**TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT**

**TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT** (this "Trademark Agreement") dated as of December 30, 2009, between among Bar Louie America, Inc. ("BLA"), Bar Louie Development, Inc. ("BLD"), Bar Louie Trademark, Inc. ("BLT"), each other Person identified on the signature pages hereto as a "Grantor" and each other Person that becomes a "Grantor" hereunder pursuant to the terms of Section 24 hereof (collectively, with BLA, BLD, BLT and each Person identified on the signature pages hereto as a "Grantor", the "Grantors" and, each individually, a "Grantor") and BL Finance, LLC, as administrative agent (hereinafter, in such capacity, the "Administrative Agent") for itself and other lending institutions (hereinafter, collectively, the "Lenders") which are or may become parties to that certain Credit Agreement referred to below.

**WHEREAS**, certain Grantors (collectively, the "Borrowers") have entered into that certain Credit Agreement, dated of even date herewith (as amended, amended and restated, supplemented or otherwise modified and in effect from time to time, the "Credit Agreement"), with the Administrative Agent and the "Lenders" identified therein;

**WHEREAS**, it is a condition precedent to the Lenders' making any loans or otherwise extending credit] to the Borrowers under the Credit Agreement that each Grantor execute and deliver to the Administrative Agent, for the Administrative Agent and the other Secured Parties (as defined in the Credit Agreement), a trademark agreement in substantially the form hereof;

**WHEREAS**, each Grantor has executed and delivered to the Administrative Agent, for the benefit of the Administrative Agent and the other Secured Parties, the Security Agreement (as defined in the Credit Agreement), pursuant to which such Grantor has granted to the Administrative Agent, for the benefit of the Administrative Agent and the other Secured Parties, a security interest in certain of such Grantor's personal property and fixture assets, including without limitation the trademarks, service marks, trademark and service mark registrations, and trademark and service mark registration applications listed on Schedule A attached hereto, all to secure the payment and performance of the Obligations (as defined in the Credit Agreement); and

**WHEREAS**, this Trademark Agreement is supplemental to the provisions contained in the Security Agreement;

**NOW, THEREFORE**, in consideration of the premises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

**1. DEFINITIONS.**

Capitalized terms used herein and not otherwise defined herein shall have the respective meanings provided therefor in the Credit Agreement and the Security Agreement, as applicable.

In addition, the following terms shall have the meanings set forth in this Section 1 or elsewhere in this Trademark Agreement referred to below:

Assignment of Marks. See Section 2.1.

Associated Goodwill. All goodwill of each Grantor and its business, products and services appurtenant to, associated with or symbolized by the Trademarks and the use thereof.

Pledged Trademarks. All of each Grantor's right, title and interest in and to all of the Trademarks, the Trademark Registrations, the Trademark License Rights, the Trademark Rights, the Associated Goodwill, the Related Assets, and all accessions to, substitutions for, replacements of, and all products and proceeds of any and all of the foregoing.

PTO. The United States Patent and Trademark Office.

Related Assets. All assets, rights and interests of each Grantor that uniquely reflect or embody the Associated Goodwill, including the following:

(a) all patents, inventions, copyrights, trade secrets, confidential information, formulae, methods or processes, compounds, recipes, know-how, methods and operating systems, drawings, descriptions, formulations, manufacturing and production and delivery procedures, quality control procedures, product and service specifications, catalogs, price lists, and advertising materials, relating to the manufacture, production, delivery, provision and sale of goods or services under or in association with any of the Trademarks; and

(b) the following documents and things in the possession or under the control of each Grantor, or subject to its demand for possession or control, related to the production, delivery, provision and sale by any Grantor, or any affiliate, franchisee, licensee or contractor, of products or services sold by or under the authority of any Grantor in connection with the Trademarks or Trademark Rights, whether prior to, on or subsequent to the date hereof:

(i) all lists, contracts, ancillary documents and other information that identify, describe or provide information with respect to any customers, dealers or distributors of each Grantor, its affiliates or franchisees or licensees or contractors, for products or services sold under or in connection with the Trademarks or Trademark Rights, including all lists and documents containing information regarding each customer's, dealer's or distributor's name and address, credit, payment, discount, delivery and other sale terms, and history, pattern and total of purchases by brand, product, style, size and quantity;

(ii) all agreements (including franchise agreements), product and service specification documents and operating, production and quality control manuals relating to or used in the design, manufacture, production, delivery, provision and sale of products or services under or in connection with the Trademarks or Trademark Rights;

(iii) all documents and agreements relating to the identity and locations of all sources of supply, all terms of purchase and delivery, for all materials, components, raw materials and other supplies and services used in the manufacture, production, provision, delivery and sale of products or services under or in connection with the Trademarks or Trademark Rights; and

(iv) all agreements and documents constituting or concerning the present or future, current or proposed advertising and promotion by each Grantor (or any of its affiliates, franchisees, licensees or contractors) of products or services sold under or in connection with the Trademarks or Trademark Rights.

Trademark Agreement. This Trademark Collateral Security and Pledge Agreement, as amended and in effect from time to time.

Trademark License Rights. Any and all past, present or future rights and interests of each Grantor pursuant to any and all past, present and future franchising or licensing agreements in favor of each Grantor, or to which such Grantor is a party, pertaining to any Trademarks, Trademark Registrations, or Trademark Rights owned or used by third parties in the past, present or future, including the right (but not the obligation) in the name of each Grantor or the Administrative Agent to enforce, and sue and recover for, any breach or violation of any such agreement to which any Grantor is a party.

Trademark Registrations. All past, present or future federal, state, local and foreign registrations of the Trademarks, all past, present and future applications for any such registrations (and any such registrations thereof upon approval of such applications), together with the right (but not the obligation) to apply for such registrations (and prosecute such applications) in the name of each Grantor or the Administrative Agent, and to take any and all actions necessary or appropriate to maintain such registrations in effect and renew and extend such registrations.

Trademark Rights. Any and all past, present or future rights in, to and associated with the Trademarks throughout the world, whether arising under federal law, state law, common law, foreign law or otherwise, including the following: all such rights arising out of or associated with the Trademark Registrations; the right (but not the obligation) to register claims under any state, federal or foreign trademark law or regulation; the right (but not the obligation) to sue or bring opposition or cancellation proceedings in the name of each Grantor or the Administrative Agent for any and all past, present and future infringements or dilution of or any other damages or injury to the Trademarks, the Trademark Rights, or the Associated Goodwill, and the rights to damages or profits due or accrued arising out of or in connection with any such past, present or future infringement, dilution, damage or injury; and the Trademark License Rights.

Trademarks. All of the trademarks, service marks, designs, logos, indicia, trade names, corporate names, company names, business names, fictitious business names, trade styles, elements of package or trade dress, and other source and product or service identifiers, used or associated with or appurtenant to the products, services and businesses of each Grantor, that (i) are set forth on Schedule A hereto, or (ii) have been adopted, acquired, owned, held or used by

such Grantor or are now owned, held or used by such Grantor, in such Grantor's business, or with such Grantor's products and services, or in which such Grantor has any right, title or interest, or (iii) are in the future adopted, acquired, owned, held and used by such Grantor in such Grantor's business or with such Grantor's products and services, or in which such Grantor in the future acquires any right, title or interest.

Use. With respect to any Trademark, all uses of such Trademark by, for or in connection with each Grantor or its business or for the direct or indirect benefit of any Grantor or its business, including all such uses by such Grantor itself, by any of the affiliates of any Grantor, or by any franchisee, licensee or contractor of any Grantor.

Unless otherwise provided herein, the rules of interpretation set forth in Section 1.02 of the Credit Agreement shall be applicable to this Trademark Agreement.

## **2. GRANT OF SECURITY INTEREST.**

**2.1. SECURITY INTEREST; ASSIGNMENT OF MARKS.** As collateral security for the payment and performance in full of all of the Obligations, each Grantor hereby unconditionally grants to the Administrative Agent, for the benefit of the Administrative Agent and the other Secured Parties, a continuing security interest in and first priority lien on the Pledged Trademarks, and pledges and mortgages (but does not transfer title to) the Pledged Trademarks to the Administrative Agent for the benefit of the Administrative Agent and the other Secured Parties. In addition, each Grantor has executed in blank and delivered to the Administrative Agent an assignment of federally registered trademarks in substantially the form of Exhibit 1 hereto (the "Assignment of Marks"). Each Grantor hereby authorizes the Administrative Agent to complete as assignee and record with the PTO the Assignment of Marks upon the occurrence and during the continuance of an Event of Default and the proper exercise of the Administrative Agent's remedies under this Trademark Agreement and the Security Agreement.

**2.2. CONDITIONAL ASSIGNMENT.** In addition to, and not by way of limitation of, the grant, pledge and mortgage of the Pledged Trademarks provided in Section 2.1, each Grantor grants, assigns, transfers, conveys and sets over to the Administrative Agent, for the benefit of the Administrative Agent and the other Secured Parties, such Grantor's entire right, title and interest in and to the Pledged Trademarks; provided that such grant, assignment, transfer and conveyance shall be and become of force and effect only (i) upon or after the occurrence and during the continuance of an Event of Default and (ii) either (A) upon the written demand of the Administrative Agent at any time during such continuance or (B) immediately and automatically (without notice or action of any kind by the Administrative Agent) upon an Event of Default for which acceleration of the Loans is automatic under the Credit Agreement or upon the sale or other disposition of or foreclosure upon the Collateral pursuant to the Security Agreement and applicable law (including the transfer or other disposition of the Collateral by such Grantor to the Administrative Agent or its nominee in lieu of foreclosure).

**2.3. SUPPLEMENTAL TO SECURITY AGREEMENT.** Pursuant to the Security Agreement each Grantor has granted to the Administrative Agent, for the benefit of the



Administrative Agent and the other Secured Parties, a continuing security interest in and lien on the Collateral (including the Pledged Trademarks). The Security Agreement, and all rights and interests of the Administrative Agent in and to the Collateral (including the Pledged Trademarks) thereunder, are hereby ratified and confirmed in all respects. In no event shall this Trademark Agreement, the grant, assignment, transfer and conveyance of the Pledged Trademarks hereunder, or the recordation of this Trademark Agreement (or any document hereunder) with the PTO, adversely affect or impair, in any way or to any extent, the Security Agreement, the security interest of the Administrative Agent in the Collateral (including the Pledged Trademarks) pursuant to the Security Agreement and this Trademark Agreement, the attachment and perfection of such security interest under the Uniform Commercial Code (including the security interest in the Pledged Marks), or any present or future rights and interests of the Administrative Agent in and to the Collateral under or in connection with the Security Agreement, this Trademark Agreement or the Uniform Commercial Code. Any and all rights and interests of the Administrative Agent in and to the Pledged Trademarks (and any and all obligations of each Grantor with respect to the Pledged Trademarks) provided herein, or arising hereunder or in connection herewith, shall only supplement and be cumulative and in addition to the rights and interests of the Administrative Agent (and the obligations of each Grantor) in, to or with respect to the Collateral (including the Pledged Trademarks) provided in or arising under or in connection with the Security Agreement and shall not be in derogation thereof.

### 3. REPRESENTATIONS, WARRANTIES AND COVENANTS.

Each Grantor represents, warrants and covenants that: (i) Schedule A sets forth a true and complete list of all Trademarks and Trademark Registrations now owned, licensed, controlled or used by such Grantor; (ii) the Trademarks and Trademark Registrations are subsisting and have not been adjudged invalid or unenforceable, in whole or in part, and there is no litigation or proceeding pending concerning the validity or enforceability of the Trademarks or Trademark Registrations; (iii) to the best of such Grantor's knowledge, each of the Trademarks and Trademark Registrations is valid and enforceable; (iv) except as set forth on Schedule B, to the best of such Grantor's knowledge, there is no infringement by others of the Trademarks, Trademark Registrations or Trademark Rights; (v) no claim has been made that the use of any of the Trademarks does or may violate the rights of any third person, and to the best of such Grantor's knowledge, there is no infringement by such Grantor of the trademark rights of others; (vi) such Grantor is the sole and exclusive owner of the entire and unencumbered right, title and interest in and to each of the Trademarks (other than ownership and other rights reserved by third party owners with respect to Trademarks that such Grantor is licensed to use), free and clear of any liens, charges, encumbrances and adverse claims, including pledges, assignments, licenses, registered user agreements and covenants by such Grantor not to sue third persons, other than the security interest and assignment created by the Security Agreement and this Trademark Agreement; (vii) such Grantor has the unqualified right to enter into this Trademark Agreement and to perform its terms and has entered and will enter into written agreements with each of its present and future employees, agents, consultants, licensors and licensees that will enable them to comply with the covenants herein contained; (viii) such Grantor has used, and will continue to use, proper statutory and other appropriate proprietary notices in connection with its use of the Trademarks; (ix) such Grantor has used, and will continue to use for the duration of this Trademark Agreement, consistent standards of quality in its manufacture and provision of

products and services sold or provided under the Trademarks; (x) this Trademark Agreement, together with the Security Agreement, will create in favor of the Administrative Agent a valid and perfected first priority security interest in the Pledged Trademarks upon making the filings referred to in clause (xi) of this Section 3; and (xi) except for the filing of financing statements with the Secretary of State of the State of Illinois under the Uniform Commercial Code and the recording of this Trademark Agreement with the PTO, no authorization, approval or other action by, and no notice to or filing with, any governmental or regulatory authority, agency or office is required either (A) for the grant by each Grantor or the effectiveness of the security interest and assignment granted hereby or for the execution, delivery and performance of this Trademark Agreement by each Grantor, or (B) for the perfection of or the exercise by the Administrative Agent of any of its rights and remedies hereunder.

#### **4. INSPECTION RIGHTS.**

Each Grantor hereby grants to each of the Administrative Agent and the other Secured Parties and its employees and agents the right to visit such Grantor's plants and facilities that manufacture, inspect or store products sold under any of the Trademarks, and to inspect the products and quality control records relating thereto at reasonable times during regular business hours.

#### **5. NO TRANSFER OR INCONSISTENT AGREEMENTS.**

Without the Administrative Agent's prior written consent, other than as permitted by Section 7.05 of the Credit Agreement, no Grantor will (i) mortgage, pledge, assign, encumber, grant a security interest in, transfer, license or alienate any of the Pledged Trademarks, or (ii) enter into any agreement (for example, a license agreement) that is inconsistent with such Grantor's obligations under this Trademark Agreement or the Security Agreement.

#### **6. AFTER-ACQUIRED TRADEMARKS, ETC.**

**6.1. AFTER-ACQUIRED TRADEMARKS.** If, before the Obligations shall have been finally paid and satisfied in full, each Grantor shall obtain any right, title or interest in or to any other or new Trademarks, Trademark Registrations or Trademark Rights, the provisions of this Trademark Agreement shall automatically apply thereto and each Grantor shall promptly provide to the Administrative Agent notice thereof in writing and execute and deliver to the Administrative Agent such documents or instruments as the Administrative Agent may reasonably request further to implement, preserve or evidence the Administrative Agent's interest therein.

**6.2. AMENDMENT TO SCHEDULE.** Each Grantor authorizes the Administrative Agent to modify this Trademark Agreement and the Assignment of Marks, without the necessity of any Grantor's further approval or signature, by amending Exhibit A hereto and the Annex to the Assignment of Marks to include any future or other Trademarks, Trademark Registrations or Trademark Rights under Section 2 or Section 6.

## 7. TRADEMARK PROSECUTION.

7.1. GRANTORS RESPONSIBLE. Each Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with the Pledged Trademarks, and shall hold each of the Administrative Agent and the other Secured Parties harmless from any and all costs, damages, liabilities and expenses that may be incurred by the Administrative Agent or any other Secured Party in connection with the Administrative Agent's interest in the Pledged Trademarks or any other action or failure to act in connection with this Trademark Agreement or the transactions contemplated hereby. In respect of such responsibility, the Grantors shall retain trademark counsel acceptable to the Administrative Agent.

7.2. GRANTORS' DUTIES, ETC. Each Grantor shall have the right and the duty, through trademark counsel acceptable to the Administrative Agent, to prosecute diligently any trademark registration applications of the Trademarks pending as of the date of this Trademark Agreement or thereafter, to preserve and maintain all rights in the Trademarks and Trademark Registrations, including the filing of appropriate renewal applications and other instruments to maintain in effect the Trademark Registrations and the payment when due of all registration renewal fees and other fees, taxes and other expenses that shall be incurred or that shall accrue with respect to any of the Trademarks or Trademark Registrations. Any expenses incurred in connection with such applications and actions shall be borne by the Grantors. The Grantors shall not abandon any filed trademark registration application, or any Trademark Registration or Trademark, without the consent of the Administrative Agent, which consent shall not be unreasonably withheld.

7.3. GRANTORS' ENFORCEMENT RIGHTS. Each Grantor shall have the right and the duty to bring suit or other action in such Grantor's own name to maintain and enforce the Trademarks, the Trademark Registrations and the Trademark Rights. Each Grantor may require the Administrative Agent to join in such suit or action as necessary to assure such Grantor's ability to bring and maintain any such suit or action in any proper forum if (but only if) the Administrative Agent is completely satisfied that such joinder will not subject the Administrative Agent or any other Secured Party to any risk of liability. Each Grantor shall promptly, upon demand, reimburse and indemnify the Administrative Agent for all damages, costs and expenses, including legal fees, incurred by the Administrative Agent pursuant to this Section 7.3.

7.4. PROTECTION OF TRADEMARKS, ETC. In general, each Grantor shall take any and all such actions (including institution and maintenance of suits, proceedings or actions) as may be necessary or appropriate to properly maintain, protect, preserve, care for and enforce the Pledged Trademarks. No Grantor shall take or fail to take any action, nor permit any action to be taken or not taken by others under its control, that would adversely affect the validity, grant or enforcement of the Pledged Trademarks.

7.5. NOTIFICATION BY GRANTORS. Promptly upon obtaining knowledge thereof, each Grantor will notify the Administrative Agent in writing of the institution of, or any final adverse determination in, any proceeding in the PTO or any similar office or agency of the United States or any foreign country, or any court, regarding the validity of any of the

Trademarks or Trademark Registrations or any Grantor's rights, title or interests in and to the Pledged Trademarks, and of any event that does or reasonably could materially adversely affect the value of any of the Pledged Trademarks, the ability of any Grantor or the Administrative Agent to dispose of any of the Pledged Trademarks or the rights and remedies of the Administrative Agent in relation thereto (including but not limited to the levy of any legal process against any of the Pledged Trademarks).

#### **8. REMEDIES.**

Upon the occurrence and during the continuance of an Event of Default, the Administrative Agent shall have, in addition to all other rights and remedies given it by this Trademark Agreement (including, without limitation, those set forth in Section 2.2, the Credit Agreement, the Security Agreement and the other Loan Documents, those allowed by law and the rights and remedies of a secured party under the UCC, and, without limiting the generality of the foregoing, the Administrative Agent may immediately, without demand of performance and without other notice (except as set forth next below) or demand whatsoever to any Grantor, all of which are hereby expressly waived, sell or license at public or private sale or otherwise realize upon the whole or from time to time any part of the Pledged Trademarks, or any interest that any Grantor may have therein, and after deducting from the proceeds of sale or other disposition of the Pledged Trademarks all expenses incurred by the Administrative Agent in attempting to enforce this Trademark Agreement (including all reasonable expenses for broker's fees and legal services), shall apply the residue of such proceeds toward the payment of the Obligations as set forth in or by reference in the Security Agreement. Notice of any sale, license or other disposition of the Pledged Trademarks shall be given to the applicable Grantor at least five (5) days before the time that any intended public sale or other public disposition of the Pledged Trademarks is to be made or after which any private sale or other private disposition of the Pledged Trademarks may be made, which the Grantors hereby agree shall be reasonable notice of such public or private sale or other disposition. At any such sale or other disposition, the Administrative Agent may, to the extent permitted under applicable law, purchase or license the whole or any part of the Pledged Trademarks or interests therein sold, licensed or otherwise disposed of.

#### **9. COLLATERAL PROTECTION.**

If any Grantor shall fail to do any act that it has covenanted to do hereunder, or if any representation or warranty of any Grantor shall be breached, the Administrative Agent, in its own name or that of any Grantor (in the sole discretion of the Administrative Agent), may (but shall not be obligated to) do such act or remedy such breach (or cause such act to be done or such breach to be remedied), and each Grantor agrees promptly to reimburse the Administrative Agent for any cost or expense incurred by the Administrative Agent in so doing.

#### **10. POWER OF ATTORNEY.**

If any Event of Default shall have occurred and be continuing, each Grantor does hereby make, constitute and appoint the Administrative Agent (and any officer or agent of the Administrative Agent as the Administrative Agent may select in its exclusive discretion) as the

Grantors' true and lawful attorney-in-fact, with full power of substitution and with the power to endorse the any Grantor's name on all applications, documents, papers and instruments necessary for the Administrative Agent to use the Pledged Trademarks, or to grant or issue any exclusive or nonexclusive license of any of the Pledged Trademarks to any third person, or to take any and all actions necessary for the Administrative Agent to assign, pledge, convey or otherwise transfer title in or dispose of any of the Pledged Trademarks or any interest of any Grantor therein to any third person, and, in general, to execute and deliver any instruments or documents and do all other acts that any Grantor is obligated to execute and do hereunder. Each Grantor hereby ratifies all that such attorney shall lawfully do or cause to be done by virtue hereof and releases each of the Administrative Agent and the other Secured Parties from any claims, liabilities, causes of action or demands arising out of or in connection with any action taken or omitted to be taken by the Administrative Agent under this power of attorney (except for the Administrative Agent's gross negligence or willful misconduct). This power of attorney is coupled with an interest and shall be irrevocable for the duration of this Trademark Agreement.

#### **11. FURTHER ASSURANCES.**

Each Grantor shall, at any time and from time to time, and at its expense, make, execute, acknowledge and deliver, and file and record as necessary or appropriate with governmental or regulatory authorities, agencies or offices, such agreements, assignments, documents and instruments, and do such other and further acts and things (including, without limitation, obtaining consents of third parties), as the Administrative Agent may request or as may be necessary or appropriate in order to implement and effect fully the intentions, purposes and provisions of this Trademark Agreement, or to assure and confirm to the Administrative Agent the grant, perfection and priority of the Administrative Agent's security interest in the Pledged Trademarks.

#### **12. TERMINATION.**

At such time as all of the Obligations have been finally paid and satisfied in full, this Trademark Agreement shall terminate and the Administrative Agent shall, upon the written request and at the expense of the Grantors, execute and deliver to the Grantors all deeds, assignments and other instruments as may be necessary or proper to reassign and reconvey to and re-vest in the Grantors the entire right, title and interest to the Pledged Trademarks previously granted, assigned, transferred and conveyed to the Administrative Agent by the Grantors pursuant to this Trademark Agreement, as fully as if this Trademark Agreement had not been made, subject to any disposition of all or any part thereof that may have been made by the Administrative Agent pursuant hereto or the Security Agreement.

#### **13. COURSE OF DEALING.**

No course of dealing between any Grantor and the Administrative Agent, nor any failure to exercise, nor any delay in exercising, on the part of the Administrative Agent, any right, power or privilege hereunder or under the Security Agreement or any other agreement shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder

or thereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

**14. EXPENSES.**

Any and all fees, costs and expenses, of whatever kind or nature, including the reasonable attorneys' fees and expenses incurred by the Administrative Agent in connection with the preparation of this Trademark Agreement and all other documents relating hereto, the consummation of the transactions contemplated hereby or the enforcement hereof, the filing or recording of any documents (including all taxes in connection therewith) in public offices, the payment or discharge of any taxes, counsel fees, maintenance or renewal fees, encumbrances, or otherwise protecting, maintaining or preserving the Pledged Trademarks, or in defending or prosecuting any actions or proceedings arising out of or related to the Pledged Trademarks, shall be borne and paid by the Grantors.

**15. OVERDUE AMOUNTS.**

Until paid, all amounts due and payable by each Grantor hereunder shall be a debt secured by the Pledged Trademarks and other Collateral and shall bear, whether before or after judgment, interest at the Default Rate.

**16. NO ASSUMPTION OF LIABILITY; INDEMNIFICATION.**

**NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, NEITHER THE ADMINISTRATIVE AGENT NOR ANY OTHER SECURED PARTY ASSUMES ANY LIABILITIES OF THE GRANTORS WITH RESPECT TO ANY CLAIM OR CLAIMS REGARDING THE GRANTORS' OWNERSHIP OR PURPORTED OWNERSHIP OF, OR RIGHTS OR PURPORTED RIGHTS ARISING FROM, ANY OF THE PLEDGED TRADEMARKS OR ANY USE, LICENSE OR SUBLICENSE THEREOF, WHETHER ARISING OUT OF ANY PAST, CURRENT OR FUTURE EVENT, CIRCUMSTANCE, ACT OR OMISSION OR OTHERWISE. ALL OF SUCH LIABILITIES SHALL BE EXCLUSIVELY THE RESPONSIBILITY OF THE GRANTORS, AND THE GRANTORS SHALL INDEMNIFY THE ADMINISTRATIVE AGENT AND THE OTHER SECURED PARTIES FOR ANY AND ALL COSTS, EXPENSES, DAMAGES AND CLAIMS, INCLUDING LEGAL FEES, INCURRED BY THE ADMINISTRATIVE AGENT OR ANY OTHER SECURED PARTY WITH RESPECT TO SUCH LIABILITIES.**

**17. NOTICES.**

All notices and other communications made or required to be given pursuant to this Trademark Agreement shall be delivered in writing as set forth in Section 10.02 of the Credit Agreement.

**18. AMENDMENT AND WAIVER.**

This Trademark Agreement is subject to modification only by a writing signed by the Administrative Agent (with the consent of the requisite Lenders) and the Grantors, except as provided in Section 6.2. The Administrative Agent shall not be deemed to have waived any right hereunder unless such waiver shall be in writing and signed by the Administrative Agent and the requisite Lenders. A waiver on any one occasion shall not be construed as a bar to or waiver of any right on any future occasion.

**19. GOVERNING LAW; CONSENT TO JURISDICTION.**

**THIS TRADEMARK AGREEMENT SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICT OF LAW PRINCIPLES THEREOF (OTHER THAN SECTION 5-14014 AND SECTION 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW).** The Grantors agree that any suit for the enforcement of this Trademark Agreement may be brought in the courts of in New York County, New York and the United States District Court of the Southern District of New York, and any appellate court from any thereof, and consents to the non-exclusive jurisdiction of such court and to service of process in any such suit being made upon the Grantors by mail at the address specified in Section 17. Each Grantor hereby waives any objection that it may now or hereafter have to the venue of any such suit or any such court or that such suit is brought in an inconvenient court.

**20. WAIVER OF JURY TRIAL.**

**EACH GRANTOR WAIVES ITS RIGHT TO A JURY TRIAL WITH RESPECT TO ANY ACTION OR CLAIM ARISING OUT OF ANY DISPUTE IN CONNECTION WITH THIS TRADEMARK AGREEMENT, ANY RIGHTS OR OBLIGATIONS HEREUNDER OR THE PERFORMANCE OF ANY SUCH RIGHTS OR OBLIGATIONS.** Except as prohibited by law, each Grantor waives any right which it may have to claim or recover in any litigation referred to in the preceding sentence any special, exemplary, punitive or consequential damages or any damages other than, or in addition to, actual damages. Each Grantor (i) certifies that neither the Administrative Agent or any other Secured Party nor any representative, agent or attorney of the Administrative Agent or any other Secured Party has represented, expressly or otherwise, that the Administrative Agent or any other Secured Party would not, in the event of litigation, seek to enforce the foregoing waivers, and (ii) acknowledges that, in entering into the Credit Agreement and the other Loan Documents to which the Administrative Agent or any other Secured Party is a party, the Administrative Agent and the other Secured Parties are relying upon, among other things, the waivers and certifications contained in this Section 20.

**21. MISCELLANEOUS.**

The headings of each section of this Trademark Agreement are for convenience only and shall not define or limit the provisions thereof. This Trademark Agreement and all rights and obligations hereunder shall be binding upon the Grantors and its respective successors and assigns, and shall inure to the benefit of the Administrative Agent, the other Secured Parties and

their respective successors and assigns. In the event of any irreconcilable conflict between the provisions of this Trademark Agreement and the Credit Agreement, or between this Trademark Agreement and the Security Agreement, the provisions of the Credit Agreement or the Security Agreement, as the case may be, shall control. If any term of this Trademark Agreement shall be held to be invalid, illegal or unenforceable, the validity of all other terms hereof shall in no way be affected thereby, and this Trademark Agreement shall be construed and be enforceable as if such invalid, illegal or unenforceable term had not been included herein. Each Grantor acknowledges receipt of a copy of this Trademark Agreement.

*[Remainder of Page Intentionally Left Blank]*



IN WITNESS WHEREOF, intending to be legally bound, each Grantor has caused this Trademark Agreement to be duly executed as of the date first above written.

**GRANTORS:**

**BAR LOUIE AMERICA, INC.**

By: \_\_\_\_\_

Name: *Roger A. Greenfield*

Title: *President*

**BAR LOUIE TRADEMARK, INC.**

By: \_\_\_\_\_

Name: *Roger A. Greenfield*

Title: *President*

**BAR LOUIE DEVELOPMENT, INC.**

By: \_\_\_\_\_

Name: *Roger A. Greenfield*

Title: *President*

[SIGNATURE PAGE TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

**TRADEMARK**

**REEL: 004123 FRAME: 0311**

GRANTORS:

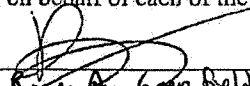
BAR LOUIE ANAHEIM, INC.  
BAR LOUIE ANN ARBOR, INC.  
BAR LOUIE BOLINGBROOK, INC.  
BAR LOUIE BOYNTON BEACH, INC.  
BAR LOUIE BUFFALO, INC.  
BAR LOUIE CLEVELAND, INC.  
BAR LOUIE CLINTON, INC.  
BAR LOUIE D.C., INC.  
BAR LOUIE DAYTON, INC.  
BAR LOUIE DEARBORN, INC.  
BAR LOUIE DENVER, INC.  
BAR LOUIE EASTON, INC.  
BAR LOUIE EVANSTON, INC.  
BAR LOUIE FLINT, INC.  
BAR LOUIE FORT MYERS, INC.  
BAR LOUIE GRAND RAPIDS, INC.  
BAR LOUIE HYDE PARK, INC.  
BAR LOUIE KIRKWOOD, INC.  
BAR LOUIE LAUREL PARK, INC.  
BAR LOUIE MILWAUKEE, INC.  
BAR LOUIE NAPERVILLE, INC.  
BAR LOUIE NEWPORT, INC.  
BAR LOUIE OAK PARK, INC.  
BAR LOUIE ORLANDO, INC.  
BAR LOUIE PITTSBURGH, INC.  
BAR LOUIE ST. LOUIS, INC.  
BAR LOUIE SOUTHGLENN, INC.  
BAR LOUIE TAMPA, INC.  
BAR LOUIE TAYLOR, INC.  
BAR LOUIE WATER STREET, INC.  
BAR LOUIE WATERFRONT, INC.  
BAR LOUIE WESTMINSTER, INC.  
BLUEPOINT TOLEDO, INC.  
EAST COAST RESTAURANTS, INC.  
PRIME BAR ARCADIA LLC  
STONEFISH GRILL RICHMOND, INC.

Signing on behalf of each of the above entities:

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

  
Name: Roger A. Greenfield  
Title: President

[SIGNATURE PAGE TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

TRADEMARK

REEL: 004123 FRAME: 0312

GRANTORS:

111 WACKER RESTAURANT CORP.  
33 RESTAURANT, INC.  
320 S. MICHIGAN RESTAURANT LLC  
BAR LOUIE EDISON MALL, INC.  
BAR LOUIE LAS VEGAS, INC.  
BAR LOUIE ORLAND PARK, INC.  
BAR LOUIE PEORIA, INC.  
BAR LOUIE, INC.  
BLUE POINT TUCSON, INC.  
BLUEPOINT HOLLYWOOD, INC.  
DEERFIELD RESTAURANT, INC.  
GRILLROOM BATON ROUGE, INC.  
GRILLROOM BONITA, INC.  
MIDTOWN KITCHEN & BAR, INC.  
ONE NORTH, INC.  
PRIME BAR CHICAGO, LLC  
PRIME BAR DENVER, L.L.C.  
PRIME BAR GULFSTREAM, L.L.C.  
PRIME BAR ORLANDO, LLC  
PRIME BAR SCOTTSDALE LLC  
PRIME BAR ST. LOUIS, INC.  
PRIME BAR TAMPA, L.L.C.  
RED STAR INDIANAPOLIS, INC.  
RED STAR LOUISVILLE, INC.  
RED STAR NEWPORT NEWS, INC.  
RED STAR ORLANDO, INC.  
RED STAR VIRGINIA BEACH, INC.  
TOWNHOUSE GALLERIA, L.L.C.  
CONCEPTS AMERICA, INC.  
CONCEPTS TRADEMARK INC.  
RED STAR AMERICA, INC.  
RESTAURANTS-AMERICA CONSULTING GROUP, INC.  
RESTAURANTS-AMERICA MANAGEMENT LLC  
RESTAURANTS-AMERICA TRADEMARK, INC.  
RESTAURANT CONSTRUCTION, INC.  
RDG CHICAGO TRADEMARK CO.

Signing on behalf of each of the above entities:

By: \_\_\_\_\_

Name: Robert A. Greenfield

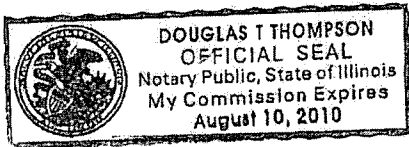
Title: President

[SIGNATURE PAGE TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF ILLINOIS )  
COUNTY OF Cook ) ss.

On this 21 day of December, 2009, before me, the undersigned notary public, personally appeared Robert Greenfield, proved to me through satisfactory evidence of identification, which were \_\_\_\_\_, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that (he)(she) signed it voluntarily for its stated purpose (as President of each of the Grantors thereunder).



*[Handwritten Signature]*  
(official signature and seal of notary)  
My commission expires: 8/10/2010

[SIGNATURE PAGE TO NOTARY BLOCK TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

ADMINISTRATIVE AGENT:

BL FINANCE, LLC

By: Donald Mueller  
Name: Donald Mueller  
Title: VICE PRESIDENT

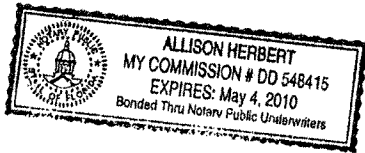
[SIGNATURE PAGE TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

TRADEMARK  
REEL: 004123 FRAME: 0315

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF FLORIDA )  
 ) ss.  
COUNTY OF Palm Beach )

On this 24<sup>th</sup> day of December, 2009, before me, the undersigned notary public, personally appeared Donald Miller, proved to me through satisfactory evidence of identification, which were driver's license and passport, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose (as Vice President of BL Finance, LLC, a Delaware limited liability company).



Allison Herbert

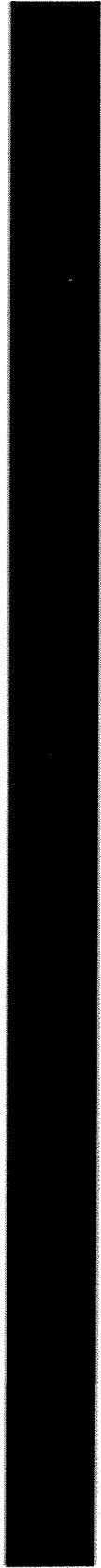
(official signature and seal of notary)



My commission expires:

[SIGNATURE PAGE TO NOTARY BLOCK TO TRADEMARK COLLATERAL SECURITY AND PLEDGE AGREEMENT]

SCHEDULE A

TRADEMARKS AND TRADEMARK REGISTRATIONS



BAR LOUIE	74-390,071	5/7/1993	1,823,417	2/22/1994	42	Tavern and restaurant services	BAR LOUIE TRADEMARK, INC. (ILLINOIS CORPORATION), 1840 PICKWICK AVE., GLENVIEW, IL 60026	Registered
	77-091,325	1/25/2007	3,306,105	10/9/2007	43	Restaurant and bar services	BAR LOUIE TRADEMARK, INC. (ILLINOIS CORPORATION), 1840 PICKWICK AVE., GLENVIEW, IL 60026	Registered
BAR LOUIE	77-093,582	1/29/2007	3,306,139	10/9/2007	25 and 30	shirts and sweaters hot sauce	BAR LOUIE TRADEMARK, INC. (ILLINOIS CORPORATION), 1840 PICKWICK AVE., GLENVIEW, IL 60026	Registered
EAT•DRINK•BE HAPPY	77-091,343	1/25/2007	3,322,988	10/30/2007	43	Restaurant and bar services	BAR LOUIE TRADEMARK, INC. (ILLINOIS CORPORATION), 1840 PICKWICK AVE., GLENVIEW, IL 60026	Registered
	77-093,401	1/29/2007	3,311,318	10/16/2007	43	Restaurant and bar services	CONCEPTS TRADEMARK INC. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60026	Registered

77-769,050	6/26/2009	35	Advertising and marketing services, namely, promoting the restaurant services of others	RESTAURANTS-AMERICA TRADEMARK, INC. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60026	Pending
74-519,543	5/3/1994	42	Restaurant and tavern services	RDG CHICAGO TRADEMARK CO. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60025	Registered
76-467,734	11/18/2002	43	Restaurant and tavern services	RDG CHICAGO TRADEMARK CO. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60025	Registered
76-551,503	9/22/2003	43	Restaurant services	RDG CHICAGO TRADEMARK CO. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60025	Registered
76-553,562	10/2/2003	43	Restaurant services	RDG CHICAGO TRADEMARK CO. (ILLINOIS CORPORATION) 1840 PICKWICK AVE., GLENVIEW, IL 60025	Registered



NICK & TONY'S ITALIAN CHOPHOUSE



SOUTH CITY GRILL

STONEFISH GRILL



**SCHEDULE B**

1. Unauthorized use of the "Bar Louie" trademark by an unaffiliated third party operating a restaurant in Beirut, Lebanon named "Bar Louie".
2. Unauthorized use of the "Bar Louie" trademark by an unaffiliated third party operating the internet website "<http://www.barlouieorlando.com/>".

The Grantors represent and warrant that the infringement of the "Bar Louie" trademark described in items 1 and 2 above are not material, individually or in the aggregate.

**EXHIBIT 1**

**ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS (U.S.)**

WHEREAS, [\_\_\_\_\_] , a [\_\_\_\_\_] organized and existing under the laws of the State of [\_\_\_\_\_] , having a place of business at [\_\_\_\_\_] (the "Assignor"), has adopted and used and is using the trademarks and service marks (the "Marks") identified on the Annex hereto, and is the owner of the registrations of and pending registration applications for such Marks in the United States Patent and Trademark Office identified on such Annex; and

WHEREAS, [\_\_\_\_\_] , having a place of business at [\_\_\_\_\_] , acting in its capacity as administrative agent (the "Assignee"), is desirous of acquiring the Marks and the registrations thereof and registration applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer unto the Assignee all right, title and interest in and to the Marks, together with (i) the registrations of and registration applications for the Marks, (ii) the goodwill of the business symbolized by and associated with the Marks and the registrations thereof, and (iii) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated goodwill.

This Assignment of Trademarks and Service Marks (U.S.) is intended to and shall take effect as a sealed instrument at such time as the Assignee shall complete this instrument by inserting its name in the second paragraph above and signing its acceptance of this Assignment of Trademarks and Service Marks (U.S.) below.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the Assignor, by its duly authorized officer, has executed this assignment, as an instrument under seal, on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

[\_\_\_\_\_] , as Assignor

By: \_\_\_\_\_

Name:

Title:

COMMONWEALTH OR STATE OF \* \_\_\_\_\_ )

) ss.

COUNTY OF \_\_\_\_\_ )

On this the \_\_\_\_ day of \_\_\_\_\_, 200\_\_, before me appeared \_\_\_\_\_, the person who signed this instrument, who acknowledged that (s)he is the \_\_\_\_\_ of Bar Louie Trademark, Inc. and that being duly authorized (s)he signed such instrument as a free act on behalf of Bar Louie Trademark, Inc.

\_\_\_\_\_  
Notary Public

[Seal]

My commission expires:

The foregoing assignment of the Marks and the registrations thereof and registration applications therefor by the Assignor to the Assignee is hereby accepted as of the \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

[\_\_\_\_\_] ,as Assignee

By: \_\_\_\_\_

Name:

Title:

ANNEX

Trademark  
or  
Service Mark

Registrations --  
United States Patent and Trademark Office  
Registration No.      Registration Date

*[List chronologically in ascending numerical order]*

Trademark  
or  
Service Mark

Pending Applications --  
United States Patent and Trademark Office  
Serial No.      Filing Date

*[List chronologically in ascending numerical order]*