

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
P.F. Chang's China Bistro, Inc.		01/04/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Pei Wei Asian Diner, Inc.		
Street Address:	7676 E. Pinnacle Peak Road		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	77865008	ACKNOWLEDGE THE CRAVING	
Registration Number:	3241722	PEI WEI ASIAN DINER	
Registration Number:	3005828	PEI WEI ASIAN DINER	
Serial Number:	77301048	PEI WEI	
Serial Number:	77301041	PEI WEI	
Registration Number:	3546588	EAST OF USUAL	
Registration Number:	3429279	PEI WEI ASIAN DINER PEI WEI ASIAN DINER	
Registration Number:	3411637	PEI WEI	
Registration Number:	2541654		
Registration Number:	2632664	PEI WEI ASIAN DINER	
Registration Number:	2598916	PEI WEI	
CORRESPONDENCE DATA			
Fax Number:	(480)888-3002		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			

OP \$290.00 77865008

Phone: (480) 888-3246
Email: glen.honig@pfcbb.com
Correspondent Name: Glen A. Honig
Address Line 1: 7676 E. Pinnacle Peak Road
Address Line 4: Scottsdale, ARIZONA 85255

NAME OF SUBMITTER:	Glen A. Honig
Signature:	/Glen A. Honig/
Date:	01/06/2010
Total Attachments: 1 source=Trademark Assignment PFCCB - PW#page1.tif	

TRADEMARK ASSIGNMENT

This assignment is effective as of January 4, 2010 and is entered into by and between P.F. Chang's China Bistro, Inc., a Delaware corporation, doing business at 7676 E. Pinnacle Peak Road, Scottsdale, Arizona 85255 ("Assignor") and Pei Wei Asian Diner, Inc., a Delaware corporation, doing business at 7676 East Pinnacle Peak Road, Scottsdale, Arizona ("Assignee").

WHEREAS, Assignor owns the trademark registrations listed below (the "Marks");

WHEREAS, Assignee wishes to acquire whatever rights Assignor may possess in the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor agrees to and hereby irrevocably assigns to Assignee any and all right, title and interest in the Marks, together with any goodwill of the business symbolized by the Marks.

Marks

Trademark	Country	Reg./ Serial No.	Status
Acknowledge the Craving	United States	77865008	Pending
Pei Wei Asian Diner	United States	3241722	Registered
Pei Wei Asian Diner	United States	3005828	Registered
Pei Wei	United States	77301048	Pending
Pei Wei	United States	77301041	Pending
East of Usual	United States	3546588	Registered
Pei Wei Asian Diner	United States	3429279	Registered
Pei Wei	United States	3411637	Registered
Noodle Man Design	United States	2541654	Registered
Pei Wei Asian Diner	United States	2632664	Registered
Pei Wei	United States	2598916	Registered
Pei Wei Asian Diner	Canada	1434168	Pending
Pei Wei	Canada	1235269	Pending
Pei Wei Asian Diner	Canada	1235270	Pending
Pei Wei	Canada	1392883	Pending

IN WITNESS WHEREOF and intended to be legally bound by, the parties have hereunder set their hands, the day and year first written above.

P.F. Chang's China Bistro, Inc ("Assignor")

By *Tracy M. Durchslag*
 Name: Tracy M. Durchslag
 Title: CEO/Secretary

Pei Wei Asian Diner, Inc ("Assignee")

By *Tracy M. Durchslag*
 Name: Tracy M. Durchslag
 Title: CEO/Secretary