

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
Pei Wei Asian Diner, Inc.		01/05/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	P.F. Chang's China Bistro, Inc.		
Street Address:	7676 E. Pinnacle Peak Road		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77865008	ACKNOWLEDGE THE CRAVING	
CORRESPONDENCE DATA			
Fax Number:	(480)888-3002		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(480) 888-3246		
Email:	glen.honig@pfc.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:	01/13/2010		
Total Attachments: 1 source=Assignment ATC PW - PFC#page1.tif			

OP \$40.00 77865008

TRADEMARK ASSIGNMENT

This assignment is effective as of January 5, 2010 and is entered into by and between Pei Wei Asian Diner, Inc., a Delaware corporation, doing business at 7676 E. Pinnacle Peak Road, Scottsdale, Arizona 85255 ("Assignor") and, P.F. Chang's China Bistro, 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

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

Pei Wei Asian Diner, Inc. ("Assignor")

By Tracy M. Dorchslag
Name: Tracy M. Dorchslag
Title: Secretary / Chief Legal Officer

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

By Tracy M. Dorchslag
Name: Tracy M. Dorchslag
Title: Secretary / Chief Legal Officer