

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Dunkin' Brands, Inc. | | 07/08/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | BR IP Holder LLC | | |
| Street Address: | 130 Royall Street, Suite 300 | | |
| City: | Canton | | |
| State/Country: | MASSACHUSETTS | | |
| Postal Code: | 02021 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77820365 | MORE FLAVORS. MORE FUN. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)420-2201 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 202-420-3126 | | |
| Email: | wades@dicksteinshapiro.com | | |
| Correspondent Name: | Stephanie Wade | | |
| Address Line 1: | 1825 Eye Street NW | | |
| Address Line 2: | Dickstein Shapiro, LLP | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20006 | | |
| ATTORNEY DOCKET NUMBER: | B1199.1176 | | |
| NAME OF SUBMITTER: | Stephanie K. Wade | | |
| Signature: | /Stephanie K. Wade/ | | |
| Date: | 10/19/2010 | | |

OP \$40.00 77820365

Total Attachments: 2

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ASSIGNMENT

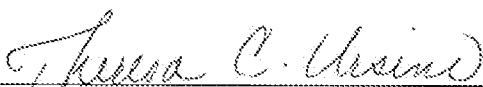
THIS ASSIGNMENT, effective as of July 8, 2010, by and between Dunkin' Brands, Inc., a Delaware corporation, having its principal place of business at 130 Royall Street, Canton, Massachusetts 02021 (hereinafter "Assignor") and BR IP Holder LLC, a Delaware limited liability company, having its principal place of business at 130 Royall Street, Suite 300, Canton, Massachusetts 02021 (hereinafter "Assignee"):

WHEREAS, Assignor is the sole and rightful owner of the Mark set forth on Schedule A hereto (herein referred to as the "Mark"), whether in word, logo, design, or other form, and including any goodwill associated therewith, and any and all other registrations for and applications to register the foregoing worldwide; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign and transfer to the Assignee the entire right, title and interest in and to the Mark, the application for registration of said Mark set forth in Schedule A hereto, and any and all registrations for and applications to register the Mark worldwide, together with the goodwill of the business symbolized by the Mark, and all other rights which Assignor has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Mark, the same to be held and enjoyed by the Assignee, its successors and assigns, forever and to the full end of the terms for which the aforesaid Mark is registered and any renewals of the terms thereof.

DUNKIN' BRANDS, INC.

Date: 10-19-10

By: 
Name: Theresa C. Ursino
Title: Assistant Secretary

SCHEDULE A

| <u>Trademark</u> | <u>Class</u> | <u>Application No.</u> | <u>Application Date</u> |
|-------------------------|--------------|------------------------|-------------------------|
| MORE FLAVORS. MORE FUN. | 30 | 77/820365 | 9/4/2009 |