TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Credit Suisse AG, Cayman Islands	FORMERLY Credit Suisse,	01/28/2011	banking
Branch	Cayman Islands Branch	01/20/2011	association: SWITZERLAND

RECEIVING PARTY DATA

Name:	HDN Development Corporation	
Street Address:	370 Knollwood Street, Suite 500	
City:	Winston-Salem	
State/Country:	NORTH CAROLINA	
Postal Code:	27103	
Entity Type:	CORPORATION: KENTUCKY	

PROPERTY NUMBERS Total: 50

Property Type	Number	Word Mark
Registration Number:	2263243	AMERICA'S FAVORITE
Registration Number:	2821349	BREWBOX
Registration Number:	1454537	EARLY MORN
Registration Number:	2780560	FRESH. HOT. NOW.
Registration Number:	2832807	FRESH. HOT. NOW.
Registration Number:	2003275	HOT DOUGHNUTS NOW
Registration Number:	1973398	HOT DOUGHNUTS NOW
Registration Number:	2034447	HOT DOUGHNUTS NOW
Registration Number:	2632712	HOT DOUGHNUTS NOW
Registration Number:	2671005	HOT DOUGHNUTS NOW
Registration Number:	2580896	HOT DOUGHNUTS NOW
Registration Number:	2833672	HOT DOUGHNUTS NOW
Registration Number:	1719628	HOT DOUGHNUTS NOW
Registration Number:	2725647	HOT KRISPY KREME ORIGINAL GLAZED NOW TRADEMARK

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Registration Number:	2748338	HOT KRISPY KREME ORIGINAL GLAZED NOW
Registration Number:	2821347	JOIN THE GLAZE CRAZE
Registration Number:	2943122	KAFFE KREME
Registration Number:	0945871	KING OF AMERICA'S DOUGHNUTS
Registration Number:	2725646	кк
Registration Number:	2003276	кк
Registration Number:	0967682	кк
Registration Number:	0939105	кк
Registration Number:	1066864	KK KRISPY KREME
Registration Number:	3038703	KRISPY DIPPERS
Registration Number:	1776001	KRISPY JUNIORS
Registration Number:	1663032	KRISPY KNIBBLES
Registration Number:	0961976	KRISPY KREME
Registration Number:	0995291	KRISPY KREME
Registration Number:	2003277	KRISPY KREME
Registration Number:	2004522	KRISPY KREME
Registration Number:	3254684	KRISPY KREME
Registration Number:	0967684	KRISPY KREME
Registration Number:	2127405	KRISPY KREME
Registration Number:	0938245	KRISPY KREME
Registration Number:	0961975	KRISPY KREME
Registration Number:	1001792	KRISPY KREME
Registration Number:	2725645	KRISPY KREME
Registration Number:	0967683	KRISPY KREME
Registration Number:	0539165	KRISPY KREME
Registration Number:	0939106	KRISPY KREME
Registration Number:	1907245	KRISPY KREME
Registration Number:	1068228	KRISPY KREME
Registration Number:	2725644	KRISPY KREME DOUGHNUTS
Registration Number:	2003278	KRISPY KREME DOUGHNUTS
Registration Number:	1683112	KRISPY KREME DOUGHNUTS
Registration Number:	2470390	KRISPY SKREMES
Registration Number:	2181993	
Registration Number:	2181996	
Registration Number:	2452758	ORIGINAL GLAZED
		TRADEMARK

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2768384 Registration Number: ORIGINAL KREME **CORRESPONDENCE DATA** (704)339-3449 Fax Number: Correspondence will be sent via US Mail when the fax attempt is unsuccessful. Email: hcarpenter@rbh.com Correspondent Name: Heather Carpenter, Paralegal Address Line 1: Robinson, Bradshaw & Hinson, P.A. Address Line 2: 101 N. Tryon Street, Suite 1900 Address Line 4: Charlotte, NORTH CAROLINA 28246 ATTORNEY DOCKET NUMBER: 21869.00011 NAME OF SUBMITTER: **Heather Carpenter** Signature: /Heather Carpenter/ 01/31/2011 Date: **Total Attachments: 5** source=KKD trademark release#page1.tif source=KKD trademark release#page2.tif source=KKD trademark release#page3.tif source=KKD trademark release#page4.tif source=KKD trademark release#page5.tif

TRADEMARK RELEASE

THIS TRADEMARK RELEASE (this "Release") is given as of this 28 day of January, 2011 by CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH (f/k/a Credit Suisse, Cayman Islands Branch) ("Assignor") to HDN DEVELOPMENT CORPORATION ("Assignee"). Capitalized terms used herein not otherwise defined herein shall have the meanings ascribed thereto in the Security Agreement, dated as of February 16, 2007 (the "Security Agreement") among Krispy Kreme Doughnut Corporation as Borrower, certain Guarantors party thereto and Assignor as Collateral Agent.

WITNESSETH

WHEREAS, Assignor and Assignee entered into a Security Agreement, which was recorded in the United States Patent and Trademark Office on May 23, 2007 at Reel / Frame 003547/0573, pursuant to which Assignee granted to Assignor a security interest in the Trademarks (as defined in the Security Agreement, the "Trademark Collateral"), including, without limitations, the trademarks and applications identified in Exhibit A to this Release (the "Released Trademarks"), as collateral security for the payment in full when due (whether at stated maturity, by acceleration of otherwise) of the Secured Obligations.

WHEREAS, pursuant and subject to that certain Credit Agreement, dated as of February 16, 2007, as amended and modified, Assignor has agreed to release its existing security interests in the Trademark Collateral.

NOW, THEREFORE, subject to the provisions of this Release, effective upon the payment in full of the Secured Obligations and the cancellation or termination of the other contingent obligations included in the Secured Obligations, Assignor hereby unconditionally, irrevocably and absolutely releases, terminates, extinguishes and forever discharges its security interest in any of the Trademark Collateral owned by Assignee, including without limitation the Released Trademarks, and reassigns any and all interest Assignor may have in such of the Trademark Collateral to Assignee. This release shall be binding upon Assignor's assigns and successors. The parties hereto authorize and request the Director of Patents and Trademarks of the United States of America to record this Release against the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this Release as of the date first set forth above.

> CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH (f/k/a Credit Suisse, Cayman Islands Branch) as Collateral Agent

> > By:

Name: Title:

By:

Name: Title:

ASSOCIATE

Trademark Release

#4828-2314-3432

EXHIBIT A

See attached

U.S. Trademarks

	REGISTRATION	DATE OF
	(APPLICATION)	REGISTRATION
<u>RADEMARK</u>	NUMBER	(FILING)
MERICA'S FAVORITE	2,263,243	07/20/1999
BREWBOX	2,821,349	03/09/2004
ARLY MORN	1,454,537	08/25/1987
RESH. HOT, NOW.	2,780,560	11/04/2003
RESH. HOT. NOW.	2,832,807	04/13/2004
HOT DOUGHNUTS NOW	2,003,275	09/24/1996
HOT DOUGHNUTS NOW	1,973,398	05/07/1996
HOT DOUGHNUTS NOW	2,034,447	01/28/1997
EST CONTROL OF THE PROPERTY OF	2,632,712	10/08/2002
	2,671,005	01/07/2003
(CONTROL OF THE PARTY OF THE PA	2,580,896	06/18/2002
obuganja sepisanja	2,833,672	04/20/2004
NOT OF THE PROPERTY OF THE PRO	1,719,628	09/22/1992
/\$@\ punithore	2,725,647	06/10/2003

<u>TRADEMARK</u>	REGISTRATION (APPLICATION) NUMBER	DATE OF REGISTRATION (FILING)
Multiplicate Company C	2,748,338	08/05/2003
JOIN THE GLAZE CRAZE	2,821,347	03/09/2004
KAFFE KREME	2,943,122	04/19/2005
KING OF AMERICA'S DOUGHNUTS	945,871	10/24/1972
(KK)	2,725,646	06/10/2003
(KK)	2,003,276	09/24/1996
K K	967,682	09/04/1973
KK	939,105	07/25/1972
	1,066,864	05/31/1977
KRISPY DIPPERS	3,038,703	01/10/2006
KRISPY JUNIORS	1,776,001	06/08/1993
KRISPY KNIBBLES	1,663,032	10/29/1991
KRISPY KREME	961,976	06/26/1973
KRISPY KREME	995,291	10/8/1974
KRISPY KREME	2,003,277	09/24/1996
KRISPY KREME	2,004,522	10/01/1996
KRISPY KREME	3,254,684	06/26/07
KRISPY KREME .	967,684	09/04/1973
KRISPY KREME	2,127,405	01/06/1998

TD A DEM A DV	REGISTRATION (APPLICATION) NUMBER	DATE OF REGISTRATION (FILING)
<u>TRADEMARK</u>	INOMBER	(I-II-II4O)
KRISPY KREME	938,245	07/18/1972
Wilony Hreme	961,975	06/26/1973
Krispy Kreme	1,001,792	01/14/1975
Krusny Hreme	2,725;645	06/10/2003
Ivispy theme,	967,683	09/04/1973
huspythreme	539,165	03/13/1951
Kruspy Kreme	939,106	07/25/1972
Mispy Thems,	1,907,245	07/25/1995
	1,068,228	06/21/1977
Knupy theme	2,725,644	06/10/2003
Thungi theme	2,003,278	09/24/1996
Hupp theme	1,683,112	04/14/1992
KRISPY SKREMES	2,470,390	07/17/2001
	2,181,993	08/18/1998
	2,181,996	08/18/1998
ORIGINAL GLAZED	2,452,758	05/22/2001
ORIGINAL KREME	2,768,384	09/23/2003

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RECORDED: 01/31/2011