

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
Ever Better Eating, Inc.		02/03/2012	CORPORATION: NEW HAMPSHIRE
RECEIVING PARTY DATA			
Name:	No Limit, LLC		
Street Address:	790 Farmington Avenue		
City:	Farmington		
State/Country:	CONNECTICUT		
Postal Code:	06032		
Entity Type:	LIMITED LIABILITY COMPANY: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3779967	CRUST YOU CAN TRUST	
CORRESPONDENCE DATA			
Fax Number:	(860)275-8299		
Phone:	860-275-8285		
Email:	jscheib@rc.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Jacqueline P. Scheib		
Address Line 1:	280 Trumbull Street		
Address Line 2:	Robinson & Cole LLP		
Address Line 4:	Hartford, CONNECTICUT 06103		
NAME OF SUBMITTER:	Jacqueline P. Scheib		
Signature:	/Jacqueline P. Scheib/		
Date:	02/23/2012		
Total Attachments: 1 source=TACrust#page1.tif			

OP \$40.00 3779967

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of February 3, 2012 (the "Effective Date"), is between No Limit, LLC, a limited liability company organized under the laws of the State of Connecticut, with a principal place of business at 790 Farmington Avenue, Farmington, CT 06032 ("Assignee"), and Ever Better Eating, Inc., a corporation organized under the laws of the State of New Hampshire, with a principal place of business at 5 Main Street, Pittsfield, NH 03263 ("Assignor").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to U.S. Trademark Registration No. 3,779,967 for the mark CRUST YOU CAN TRUST for use in connection with pizza crust (the "Trademark"); and

WHEREAS, for good and valuable consideration, and upon the terms and conditions set forth below, Assignor desires to assign all of its right, title, and interest in and to the Trademark to Assignee, and Assignee desires to accept such assignment associated with the Trademark.

NOW, THEREFORE, in consideration of the transactions contemplated hereby and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby assigns and transfers unto Assignee all of Assignor's right, title, and interest in and to the Trademark, including without limitation the right to any registrations thereof, the right to prosecute any applications therefor, the right to have any registrations issue in the name of Assignee, the right to apply for and obtain any renewal of any registrations thereof, the right to any priorities based on the filing of the aforesaid applications, the right to sue for past and future infringement and the right to the goodwill of the business symbolized thereby.

2. Miscellaneous. All questions concerning the construction, validity and interpretation of this Assignment and the performance of the obligations imposed by this Assignment shall be governed by the internal law, not the law of conflicts, of the State of Connecticut.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Trademark Assignment as of the Effective Date.

ASSIGNOR:

EVER BETTER EATING, INC.

By: 

Name: Bradford S. Sterl, Jr.
Title: President

ASSIGNEE:

NO LIMIT, LLC

By: 

Name: Robert Ferrester
Title: manager