

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
CREDIT SUISSE AG, AS COLLATERAL AGENT		02/21/2012	BANK: SWITZERLAND

RECEIVING PARTY DATA

Name:	CINNABON, INC.
Street Address:	200 GLENRIDGE POINT PARKWAY
Internal Address:	SUITE 200
City:	ATLANTA
State/Country:	GEORGIA
Postal Code:	30342
Entity Type:	CORPORATION: WASHINGTON

PROPERTY NUMBERS Total: 36

Property Type	Number	Word Mark
Serial Number:	77814952	ANYTHING ELSE IS JUST A CUPFAKE
Registration Number:	2707585	APPLEBON
Registration Number:	3094122	CAMEL PECANBON
Registration Number:	2199951	CAMEL PECANBON
Registration Number:	3123752	CAMEL ATTA CHILL
Registration Number:	3439741	CHILL ATTA
Registration Number:	2673018	CHOCOLATEBON
Registration Number:	3845532	CINNABON
Registration Number:	3218506	CINNABON
Registration Number:	1424169	CINNABON
Registration Number:	3360336	CINNABON
Registration Number:	3074505	CINNABON
Registration Number:	2953486	CINNABON

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Registration Number:	2137495	CINNABON
Registration Number:	3397317	CINNABON
Registration Number:	3815170	CINNABON
Registration Number:	3848363	CINNABON
Registration Number:	3197342	CINNABON
Registration Number:	3061125	CINNABON
Registration Number:	3421489	CINNABON
Serial Number:	77893585	CINNABON CUPCAKES
Registration Number:	3601985	CINNABON STIX
Registration Number:	2304346	CINNABON WORLD FAMOUS CINNAMON ROLLS
Registration Number:	3130799	CINNABON WORLD FAMOUS CINNAMON ROLLS
Registration Number:	2098432	
Registration Number:	2953570	CINNAPOPPERS
Registration Number:	2946799	CINNAPRETZEL
Registration Number:	3670520	LIFE NEEDS FROSTING
Registration Number:	3758395	LIFE NEEDS FROSTING
Registration Number:	1921083	MAKARA
Registration Number:	2147818	MINIBON
Registration Number:	1657550	MOCHALATTA CHILL
Registration Number:	3004299	STRAWBERRY MINIBON
Registration Number:	2698890	TEDDYBON
Registration Number:	3014148	TROPICAL BLAST
Registration Number:	2029844	WORLD FAMOUS CINNAMON ROLLS

CORRESPONDENCE DATA

Fax Number: (800)494-7512
Phone: 2023704761
Email: tfahey@nationalcorp.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Thomas Fahey
Address Line 1: 1100 G Street NW, Suite 420
Address Line 2: National Corporate Research
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER: F138170

NAME OF SUBMITTER: Karen S. Cottrell

Signature:

TRADEMARK
REEL: 004726 FRAME: 0946

/Karen S. Cottrell/

Date:

02/29/2012

Total Attachments: 7

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS (this “**Release**”), dated as of February 21, 2012, is made in favor of Cinnabon, Inc., a Washington corporation (the “**Grantor**”), by Credit Suisse AG, in its capacity as collateral agent pursuant to the Guarantee and Collateral Agreement defined below (in such capacity, the “**Collateral Agent**”) on behalf of the Secured Parties. Capitalized terms used and not defined herein shall have the meanings given such terms in the Guarantee and Collateral Agreement.

WHEREAS, the Grantor is a party to the Guarantee and Collateral Agreement, dated as of November 5, 2010 (the “**Guarantee and Collateral Agreement**”), in favor of the Collateral Agent pursuant to which the Grantor pledged and granted to the Collateral Agent, for the benefit of the Secured Parties, a continuing security interest in and to all of its right, title and interest in, to and under the Collateral;

WHEREAS, pursuant to the Guarantee and Collateral Agreement, the Grantor executed and delivered a Trademark Security Agreement dated as of November 5, 2010 (the “**Trademark Security Agreement**”), which was recorded in the records of the United States Patent and Trademark Office at Trademark Reel 4411 / Frame 0507 on November 9, 2010, pursuant to which the Grantor granted a continuing security interest in the Trademark Collateral (as defined in the Trademark Security Agreement; hereinafter, the “**Trademark Collateral**”), including all of the Grantor’s right, title and interest in, to and under each trademark of the Grantor, and each trademark license to which the Grantor is a party, as listed on Schedule I hereto (the “**Specified Trademarks**”);

WHEREAS, the Grantor has requested that the Collateral Agent deliver this Release; and

WHEREAS, the Collateral Agent has duly authorized the execution and delivery of this Release.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Collateral Agent in its capacity as Collateral Agent and on behalf of the Secured Parties, hereby terminates and releases its security interest in and to, but solely under the Trademark Security Agreement, all of the Grantor’s right, title and interest in, to and under all of the following Collateral:

- a. the Trademark Collateral, including the Specified Trademarks;
- b. all of the goodwill of the business connected with the use of, or symbolized by such Trademark Collateral and Specified Trademarks; and
- c. all proceeds of and revenues from the foregoing, including without limitation, all proceeds of and revenues from any claim by the Grantor against third parties for past, present or future unfair competition with, or violation of intellectual property rights in connection with or injury to, or infringement or dilution of such

Trademark Collateral, including the Specified Trademarks, or for injury to the goodwill associated with any of the foregoing.

Notwithstanding anything to the contrary, nothing herein shall be construed as modifying, terminating or otherwise releasing any security interest granted to the Collateral Agent in, to or under any Collateral (including, for the avoidance of doubt, any Trademarks) under the Guarantee and Collateral Agreement, other than, to the extent granted therein, any security interest in the Specified Trademarks.

This Release shall be construed in accordance with and governed by the laws of the State of New York, without regard to conflict of law principles that would require the application of laws of another jurisdiction.

This Release may be executed in one or more counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Release by signing and delivering one or more of its counterparts.

[Signature page to follow]

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date and year first above written.

Credit Suisse AG, Cayman Islands Branch

By: 

Name: ROBERT HETU
Title: MANAGING DIRECTOR

By: 

Name: KEVIN BUDDHDEW
Title: ASSOCIATE

[Signature Page to Cinnabon, Inc. Trademark Release]

SCHEDULE I

CINNABON, INC.

U.S. TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark	Country	Application No.	Application Date	Registration No.	Registration Date
ANYTHING ELSE IS JUST A CUPCAKE	USA	77/814952	28-Aug-09		
APPLEBON	USA	76/141112	05-Oct-00	2707585	15-Apr-03
CARAMEL PECANBON	USA	78/447195	07-Jul-04	3094122	16-May-06
CARAMEL PECANBON	USA	75/400607	05-Dec-97	2199951	27-Oct-98
CARAMELATTA CHILL	USA	78/752376	11-Nov-05	3123752	01-Aug-06
CHILLATTAS	USA	77/263830	24-Aug-07	3439741	03-Jun-08
CHOCOLATEBON	USA	76/234319	02-Apr-01	2673018	07-Jan-03
CINNABON, INC.ON	USA	77/020724	13-Oct-06	3845532	07-Sep-10
CINNABON, INC.ON	USA	78/165483	18-Sep-02	3218506	13-Mar-07
CINNABON, INC.ON	USA	73/591336	03-Apr-86	1424169	06-Jan-87
CINNABON, INC.ON	USA	78/095775	29-Nov-01	3360336	25-Dec-07
CINNABON, INC.ON	USA	78/401475	14-Apr-04	3074505	28-Mar-06
CINNABON, INC.ON	USA	78/263967	18-Jun-03	2953486	17-May-05
CINNABON, INC.ON	USA	75/279353	22-Apr-97	2137495	17-Feb-98
CINNABON, INC.ON	USA	77/098015	02-Feb-07	3397317	18-Mar-08
CINNABON, INC.ON	USA	77/583364	01-Oct-08	3815170	06-Jul-10
CINNABON, INC.ON	USA	77/583342	01-Oct-08	3848363	14-Sep-10
CINNABON, INC.ON & Wave Design	USA	78/447250	07-Jul-04	3197342	09-Jan-07
CINNABON, INC.ON & Wave Design	USA	78/401487	14-Apr-04	3061125	21-Feb-06
CINNABON, INC.ON & Wave Design	USA	77/109719	16-Feb-07	3421489	06-May-08
CINNABON, INC.ON CUPCAKE AND DESIGN	USA	77/893585	15-Dec-09		
CINNABON, INC.ON STIX	USA	77/556761	27-Aug-08	3601985	07-Apr-09

Trademark	Country	Application No.	Application Date	Registration No.	Registration Date
CINNABON, INC.ON WORLD FAMOUS CINNAMON ROLLS & Wave Design	USA	75/647375	24-Feb-99	2304346	28-Dec-99
CINNABON, INC.ON WORLD FAMOUS CINNAMON ROLLS & Wave Design	USA	78/447234	07-Jul-04	3130799	15-Aug-06
CINNAMON ROLL CONFIGURATION	USA	75/020660	16-Nov-95	2098432	16-Sep-97
CINNAPOPPERS	USA	78/286674	13-Aug-03	2953570	17-May-05
CINNAPRETZEL	USA	78/315926	20-Oct-03	2946799	03-May-05
LIFE NEEDS FROSTING	USA	77/480772	21-May-08	3670520	18-Aug-09
LIFE NEEDS FROSTING	USA	77/480782	21-May-08	3758395	09-Mar-10
MAKARA	USA	74/418259	27-Jul-93	1921083	19-Sep-95
MINIBON	USA	75/291070	13-May-97	2147818	31-Mar-98
MOCHALATTA CHILL	USA	74/061605	22-May-90	1657550	17-Sep-91
STRAWBERRY MINIBON	USA	78/471002	20-Aug-04	3004299	04-Oct-05
TEDDYBON	USA	76/085868	10-Jul-00	2698890	18-Mar-03
TROPICAL BLAST	USA	78/424393	25-May-04	3014148	08-Nov-05
WORLD FAMOUS CINNAMON ROLLS	USA	74/734362	26-Sep-95	2029844	14-Jan-97

TRADEMARK LICENSES

Licensee Name	Focus Brands Entity	Agreement	Contract Status	Agreement Date
Hanna's Candle Company	Cinnabon, Inc.	Cinnabon License Agreement (candles)	Effective	6/28/2006
Nostalgic Specialty Foods, Inc.	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement (crisps)	Effective	1/6/2009
Kellogg Sales Company	Cinnabon, Inc.	License Agreement (Cinnabon cereal bars and bites, cereal, pancakes)	Effective	1/6/2009
Mellace Family Brands, Inc.	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement (nuts)	Effective	6/1/2009

Licensee Name	Focus Brands Entity	Agreement	Contract Status	Agreement Date
Spangler Candy Company	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement (candy canes)	Effective	3/5/2009
B&G Foods, Inc.	Cinnabon, Inc.	License Agreement for Cream of Wheat	Effective	3/29/2010
WhiteWave Foods Company, a subsidiary of Dean Foods	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement (International Delights coffee creamer)	Effective	9/1/2010
ACH Food Companies, Inc.	Cinnabon, Inc.	License Agreement (various dry products)	Effective	8/20/2010
General Mills Marketing Inc.	Cinnabon, Inc.	Trademark License Agreement (refrigerated sweet roll dough-Grands)	Effective	10/22/2008
General Mills Marketing Inc.	Cinnabon, Inc.	Trademark License Agreement (Pillsbury Toaster Strudels)	Effective	10/3/2005
Celebration Foods LLC	Cinnabon, Inc.	License Agreement (Cinnabon Slice MMM)	Effective	11/6/2006
Carvel Corporation	Cinnabon, Inc.	License Agreement (ice cream product)	Effective	8/29/2006
Sun-Maid Licensed Products, a wholly owned subsidiary of Sun-Maid Growers of California	Cinnabon, Inc.	Cinnabon Licensing Program Agreement (Cinnabon Cinnamon Roll Bread with Cinnamon Swirl)	Effective	10/30/2002
Cereal Ingredients, Inc.	Cinnabon, Inc.	Cinnabon Manufacturing License Agreement (Cinnabon Cinnamon Bread)	Effective	12/8/2004
Lotta Luv, LLC, an affiliate of Designs By Skaffies	Cinnabon, Inc.	License Agreement (cosmetic, bath, body and related accessories)	Effective	2/15/2007
Schwan's Bakery, Inc.	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement (Cinnamon Swirl Cheesecake)	Effective	9/14/2004
General Mills Sales, Inc.	Cinnabon, Inc.	Trademark License Agreement (dry, shelf-stable dessert and baking mixes and ready-to-spread frosting)	Effective	10/22/2008
Schwebel Baking Company	Cinnabon, Inc.	License Agreement	Effective	7/1/2005

Licensee Name	Focus Brands Entity	Agreement	Contract Status	Agreement Date
Seattle's Best Coffee, LLC	Cinnabon, Inc.	Trademark License Agreement (packaged coffee)	Effective	5/29/2003
Pinnacle Foods Group LLC	Cinnabon, Inc.	Letter of Agreement Regarding Lender's Cinnabon Bagels	Effective	8/20/2010
Pegasus, Inc.	Cinnabon, Inc.	Manufacturing and Limited Distribution License Agreement	Effective	9/1/2009