

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pei Wei Asian Diner, Inc.		06/29/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Pei Wei Asian Diner, LLC
Street Address:	7676 East Pinnacle Peak Road
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85255
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	2541654	
Registration Number:	3546588	EAST OF USUAL
Registration Number:	4108053	KID'S WEI
Registration Number:	3411637	PEI WEI
Registration Number:	2632664	PEI WEI ASIAN DINER
Registration Number:	3005828	PEI WEI ASIAN DINER
Registration Number:	3429279	PEI WEI ASIAN DINER PEI WEI ASIAN DINER
Registration Number:	4015271	PEI WEI
Registration Number:	3241722	PEI WEI ASIAN DINER
Serial Number:	85448097	DINER SELECTS
Serial Number:	85448101	DINER SELECTS
Serial Number:	85595442	INSPIRASIA
Registration Number:	2598916	PEI WEI

CORRESPONDENCE DATA

900227219

**TRADEMARK**  
 REEL: 004813 FRAME: 0170

CH \$340.00 2541654

Fax Number: 3026365454

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 800-927-9801 x2348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	262417
NAME OF SUBMITTER:	Jean Paterson
Signature:	/jep/
Date:	07/02/2012

**Total Attachments: 8**

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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

Pei Wei Asian Diner, Inc.  
7676 East Pinnacle Peak Road  
Scottsdale, Arizona 85255

- Individual(s)
- General Partnership
- Corporation- State: Delaware
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) June 29, 2012

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: Pei Wei Asian Diner, LLC

Internal Address: \_\_\_\_\_

Street Address: 7676 East Pinnacle Peak Road

City: Scottsdale

State: Arizona

Country: USA Zip: 85255

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other LLC

Citizenship \_\_\_\_\_  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,541,654 (See Schedule)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Corporation Service Company

Internal Address: Suite 210

Street Address: 1180 Avenue of the Americas

City: New York

State: NY Zip: 10036

Phone Number: 212-299-5600

Fax Number: 212-299-5656

Email Address: ORDER#

**6. Total number of applications and registrations involved:**

13

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$**


- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

  
Signature

7-2-12  
Date

Karen Joffrion

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**SCHEDULE  
to  
CONVERSION FILING**

**Trademark Registrations:**

Owner	Trademark	International Class(es)	Application No. Filing Date	Registration No. Registration Date
Pei Wei Asian Diner, LLC	Design of a Bowl Man	IC 042 US 100, 101	76067762 6/9/2000	2,541,654 2/19/2002
Pei Wei Asian Diner, LLC	EAST OF USUAL	IC 043 US 100, 101	77461936 4/30/2008	3,546,588 12/16/2008
Pei Wei Asian Diner, LLC	KID'S WEI	IC 043 US 100, 101	85340415 6/7/2011	4,108,053 3/6/2012
Pei Wei Asian Diner, LLC	PEI WEI	IC 035 US 100, 101, 102	77272953 9/6/2007	3,411,637 4/15/2008
Pei Wei Asian Diner, LLC	PEI WEI	IC 042 US 100, 101	76067556 6/9/2000	2,598,916 7/23/2002
Pei Wei Asian Diner, LLC	PEI WEI ASIAN DINER and design	IC 042 US 100, 101	76067761 6/9/2000	2,632,664 10/8/2002
Pei Wei Asian Diner, LLC	PEI WEI ASIAN DINER and design	IC 043 US 100, 101	78455258 7/22/2004	3,005,828 10/11/2005
Pei Wei Asian Diner, LLC	PEI WEI ASIAN DINER and design	IC 043 US 100, 101	77063691 12/13/2006	3,429,279 5/20/2008
Pei Wei Asian Diner, LLC	PEI WEI & design	IC 043 US 100, 101	85196269 12/13/2010	4,015,271 8/23/2011
Pei Wei Asian Diner, LLC	PEI WEI ASIAN DINER and design	IC 035 US 100, 101, 102	78826259 3/1/2006	3,241,722 5/15/2007

**Trademark Applications:**

Owner	Trademark	International Class(es)	Application No.	Filing Date
Pei Wei Asian Diner, LLC	DINER SELECTS	IC 029 US 046	85448097	10/14/2011
Pei Wei Asian Diner, LLC	DINER SELECTS	IC 030 US 046	85448101	10/14/2011
Pei Wei Asian Diner, LLC	INSPIRASIA	IC 041 US 100, 101, 107	85/595,442	4/11/2012

# Delaware

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*The First State*


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "PEI WEI ASIAN DINER, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "PEI WEI ASIAN DINER, INC." TO "PEI WEI ASIAN DINER, LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JUNE, A.D. 2012, AT 6:28 O'CLOCK P.M.



3150151 8100V

120795846

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9681774

DATE: 06-29-12

TRADEMARK  
REEL: 004813 FRAME: 0174

**CERTIFICATE OF CONVERSION  
TO  
LIMITED LIABILITY COMPANY  
OF  
PEI WEI ASIAN DINER, INC.  
TO  
PEI WEI ASIAN DINER, LLC**

This Certificate of Conversion to Limited Liability Company, dated as of June 29, 2012, has been duly executed and is being filed by Pei Wei Asian Diner, Inc., a Delaware corporation (the "Company"), to convert the Company to Pei Wei Asian Diner, LLC (the "LLC") under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et seq.) (the "DLLCA") and the General Corporation Law of the State of Delaware (8 Del. C. § 101, et seq.) (the "DGCL").

1. The Company filed its original Certificate of Incorporation with the Secretary of State of the State of Delaware and was first incorporated on December 28, 1999, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.
2. The Company's name immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Pei Wei Asian Diner, Inc.
3. The name of the LLC into which the Company shall be converted as set forth in its Certificate of Formation is Pei Wei Asian Diner, LLC, a Delaware limited liability company.
4. The conversion of the Company to the LLC has been approved in accordance with the provisions of Sections 228 and 266 of the DGCL and Section 18-214 of the DLLCA.
5. The conversion of the Company to the LLC shall be effective upon the filing of this Certificate of Conversion to Limited Liability Company and a Certificate of Formation with the Secretary of State of the State of Delaware.

*[The remainder of this page is intentionally left blank.]*

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion to Limited Liability Company as of the date first above written.

PEI WEI ASIAN DINER, INC.



By: \_\_\_\_\_

Name: Richard L. Federico

Title: Chief Executive Officer

[CERTIFICATE OF CONVERSION OF PEI WEI ASIAN DINER, INC.]

TRADEMARK

REEL: 004813 FRAME: 0176

# Delaware

PAGE 2

*The First State*


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "PEI WEI ASIAN DINER, LLC" FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JUNE, A.D. 2012, AT 6:28 O'CLOCK P.M.



3150151 8100V

120795846

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9681774

DATE: 06-29-12

TRADEMARK  
REEL: 004813 FRAME: 0177



**CERTIFICATE OF FORMATION**

**OF**

**PEI WEI ASIAN DINER, LLC**

This Certificate of Formation of Pei Wei Asian Diner, LLC (the "LLC") is being duly executed and filed by the undersigned, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, et seq.).

**FIRST:** The name of the limited liability company formed hereby is Pei Wei Asian Diner, LLC.

**SECOND:** The address of the registered office of the LLC in the State of Delaware and the name and address of the registered agent for service of process on the LLC in the State of Delaware are: National Registered Agents, Inc., 160 Greentree Drive, Suite 101, City of Dover, County of Kent, State of Delaware 19904.

**THIRD:** This Certificate of Formation shall be effective on the date of filing.

*[The remainder of this page is intentionally left blank.]*

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of this 29<sup>th</sup> day of June, 2012.

By: \_\_\_\_\_



Name: Richard L. Federico  
Title: Authorized Person

{CERTIFICATE OF FORMATION OF PEI WEI ASIAN DINER, LLC}