

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 |
| Mooresville Ice Cream Company | | 10/11/2011 | CORPORATION: NORTH CAROLINA |
| RECEIVING PARTY DATA | | | |
| Name: | Mooresville Ice Cream Company, LLC | | |
| Street Address: | 172 North Broad Street | | |
| City: | Mooresville | | |
| State/Country: | NORTH CAROLINA | | |
| Postal Code: | 28115 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NORTH CAROLINA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3852387 | DELUXE | |
| Registration Number: | 3852388 | DELUXE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (704)332-1197 | | |
| Phone: | 704-945-2903 | | |
| Email: | tm@slk-law.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: | Kathryn A. Gromlovits | | |
| Address Line 1: | 128 South Tryon Street | | |
| Address Line 2: | Suite 1800 | | |
| Address Line 4: | Charlotte, NORTH CAROLINA 28202 | | |
| ATTORNEY DOCKET NUMBER: | 147595 | | |
| NAME OF SUBMITTER: | Kathryn A. Gromlovits | | |

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 REEL: 004653 FRAME: 0066**

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| Signature: | /kag/ |
| Date: | 11/02/2011 |
| Total Attachments: 3 source=Mooresville Ice Cream Co., LLC Assignment#page1.tif source=Mooresville Ice Cream Co., LLC Assignment#page2.tif source=Mooresville Ice Cream Co., LLC Assignment#page3.tif | |

ASSIGNMENT

WHEREAS, Mooresville Ice Cream Company, a North Carolina corporation organized and existing under the laws of the State of North Carolina, having a place of business at 172 N. Broad Street, P.O. Box 118, Mooresville, North Carolina 28115 (hereinafter "ASSIGNOR"), is the owner of all right, title and interest in and to the marks see attached Exhibit A (hereinafter referred to as the "Trademarks");

WHEREAS, Mooresville Ice Cream Company, LLC a North Carolina Limited Liability Company organized and existing under the laws of North Carolina, having a place of business at 172 North Broad Street, P.O. Box 118, Mooresville, North Carolina 28115, (hereinafter "ASSIGNEE") is desirous of acquiring the Trademarks, together with the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. ASSIGNOR does hereby assign, transfer, grant, convey and set over unto ASSIGNEE, its successors and assigns throughout the world, all of ASSIGNOR's right, title and interest in and to the Trademarks together with the goodwill of the business symbolized thereby.
2. ASSIGNOR agrees to execute and deliver at the request of the ASSIGNEE, all papers, instruments and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title and interest in and to the Trademarks in ASSIGNEE.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly
executed and delivered this 27th day of October, 2011.

MOORESVILLE ICE CREAM COMPANY

By: Mary Potts

Printed Name: Tracy Potts

Title: office manager

AGREED AND ACCEPTED:

MOORESVILLE ICE CREAM COMPANY, LLC

By: Robert A. Acers

Printed Name: Robert A. Acers

Title: General Manager



EXHIBIT A

| REG./APP. NO. | MARK |
|---------------|-----------------|
| 3,852,388 | DELUXE |
| 3,852,387 | DELUXE + Design |