CH \$1665.00 7713028

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM647597

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TCF CO. LLC		05/14/2021	Limited Liability Company: NEVADA
NORTH RESTAURANTS LLC		05/14/2021	Limited Liability Company: ARIZONA
FOX RESTAURANT CONCEPTS LLC		05/14/2021	Limited Liability Company: ARIZONA

RECEIVING PARTY DATA

Name:	JPMORGAN CHASE BANK, N.A., as the administrative agent
Street Address:	10 South Dearborn, Floor L2
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603-2300
Entity Type:	National Banking Association: UNITED STATES

PROPERTY NUMBERS Total: 66

Property Type	Number	Word Mark
Serial Number:	77130286	BLANCO
Serial Number:	77130287	BLANCO TACOS + TEQUILA
Serial Number:	88778022	BLANCO TACOS + TEQUILA
Serial Number:	88778161	BLANCO TACOS + TEQUILA
Serial Number:	77501246	CULINARY DROPOUT
Serial Number:	87160692	
Serial Number:	87425199	DOUGH BIRD PIZZA & ROTISSERIE
Serial Number:	87282932	DOUGHBIRD
Serial Number:	86019800	EBITES
Serial Number:	77014122	OLIVE & IVY
Serial Number:	77014127	OLIVE & IVY
Serial Number:	85183779	THE ARROGANT BUTCHER
Serial Number:	87918062	THE HENRY
Serial Number:	87918242	THE HENRY THE GREATEST NEIGHBORHOOD REST
Serial Number:	88445606	THE YARD

TRADEMARK REEL: 007296 FRAME: 0783

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Property Type	Number	Word Mark
Serial Number:	88767922	THE YARD
Serial Number:	76502041	NORTH
Serial Number:	77130944	NORTH
Serial Number:	77130946	NORTH
Serial Number:	87433415	NORTH ITALIA
Serial Number:	87433315	NORTH ITALIA EST 2002 HANDMADE WITH LOVE
Serial Number:	86594342	A WORLD OF FOOD AWAITS
Serial Number:	75835939	AMERICA'S FINEST CHEESECAKE
Serial Number:	76479311	BUFFALO BLASTS
Serial Number:	86741034	CAKEPAY
Serial Number:	76359018	CHOCOLATE TUXEDO CREAM
Serial Number:	77479361	
Serial Number:	88621859	
Serial Number:	76569300	DOUBLE STUFFED POTATO SPRING ROLLS
Serial Number:	76112170	EDGE OF THE PLATE
Serial Number:	85026262	GLAMBURGERS
Serial Number:	77321219	GRAND LUX CAFE
Serial Number:	75774759	GRAND LUX CAFE
Serial Number:	75776036	GRAND LUX CAFE
Serial Number:	75776037	GRAND LUX CAFE
Serial Number:	75776549	GRAND LUX CAFE
Serial Number:	77130994	ROCK SUGAR PAN ASIAN KITCHEN
Serial Number:	77842243	ROCKBITES
Serial Number:	77261088	ROCKSUGAR PAN ASIAN KITCHEN
Serial Number:	87245651	ROCKSUGAR SOUTHEAST ASIAN KITCHEN
Serial Number:	87553782	ROCKSUGAR SOUTHEAST ASIAN KITCHEN
Serial Number:	77840604	ROCKTAIL HOUR
Serial Number:	77841235	ROCKTAILS
Serial Number:	85365809	SKINNYLICIOUS
Serial Number:	87536682	SKINNYLICIOUS
Serial Number:	87920032	SOCIAL MONK
Serial Number:	87920092	SOCIAL MONK ASIAN KITCHEN
Serial Number:	88008522	SOCIAL MONK ASIAN KITCHEN
Serial Number:	73284328	THE CHEESECAKE FACTORY
Serial Number:	73720776	THE CHEESECAKE FACTORY
Serial Number:	74477285	THE CHEESECAKE FACTORY
Serial Number:	75817365	THE CHEESECAKE FACTORY
Serial Number:	75817122	THE CHEESECAKE FACTORY

Property Type	Number	Word Mark
Serial Number:	86448757	THE CHEESECAKE FACTORY
Serial Number:	86755719	THE CHEESECAKE FACTORY
Serial Number:	88779729	THE CHEESECAKE FACTORY
Serial Number:	87095023	THE CHEESECAKE FACTORY AT HOME
Serial Number:	87335861	THE CHEESECAKE FACTORY AT HOME
Serial Number:	87584050	THE CHEESECAKE FACTORY AT HOME
Serial Number:	88492213	THE CHEESECAKE FACTORY AT HOME
Serial Number:	88760539	THE CHEESECAKE FACTORY AT HOME
Serial Number:	75799391	THE CHEESECAKE FACTORY BAKERY
Serial Number:	75774760	THE CHEESECAKE FACTORY BAKERY CAFE
Serial Number:	75776042	THE CHEESECAKE FACTORY BAKERY CAFE
Serial Number:	76226075	THE DREAM FACTORY
Serial Number:	74331164	WHITE CHOCOLATE RASPBERRY TRUFFLE

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: IPDocket@mayerbrown.com

Correspondent Name: William R. Siegel, Mayer Brown LLP

Address Line 1: P.O. BOX 2828

Address Line 4: CHICAGO, ILLINOIS 60690-2828

ATTORNEY DOCKET NUMBER:	07017737
NAME OF SUBMITTER:	William R. Siegel
SIGNATURE:	/william r siegel/
DATE SIGNED:	05/18/2021

Total Attachments: 16

source=JPM_Cheesecake Factory - Trademark Security Agreement#page1.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page2.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page3.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page4.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page5.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page6.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page7.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page8.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page9.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page10.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page11.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page12.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page13.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page13.tif source=JPM_Cheesecake Factory - Trademark Security Agreement#page13.tif

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT, dated as of May 14, 2021 (as it may be amended, restated, supplemented or otherwise modified from time to time, this "Agreement"), is made by TCF CO. LLC, a Nevada limited liability company, NORTH RESTAURANTS LLC, an Arizona limited liability company, and FOX RESTAURANT CONCEPTS LLC, an Arizona limited liability company (collectively, the "Grantors", and each individually, a "Grantor"), in favor of JPMORGAN CHASE BANK, N.A., as the administrative agent (together with its successor(s) thereto in such capacity, the "Administrative Agent") for each of the Secured Parties (as defined in the Loan Agreement referred to below).

WITNESSETH:

WHEREAS, pursuant to a Third Amended and Restated Loan Agreement, dated as of July 30, 2019 (as amended, restated, supplemented or otherwise modified from time to time, the "Loan Agreement"; capitalized terms used but not otherwise defined herein shall have the meanings ascribed to them in the Loan Agreement or the Security Agreement referred to below, as applicable), among The Cheesecake Factory Incorporated, a Delaware corporation, as the Borrower, the Lenders from time to time party thereto and the Administrative Agent, the Lenders and the Issuing Bank have, among other things, and subject to the terms and conditions set forth therein, agreed to make Loans and Letters of Credit, respectively, available to the Borrower;

WHEREAS, pursuant to a Third Amended and Restated Guaranty, dated as of March 30, 2021 (as amended, restated, supplemented or otherwise modified from time to time, the "Guaranty"), the Guarantors have guaranteed the Guarantied Obligations (as defined therein);

WHEREAS, in connection with the Loan Agreement, the Grantors have executed and delivered a Pledge and Security Agreement, dated as of May 14, 2021 (as amended, restated, supplemented or otherwise modified from time to time, the "Security Agreement"), among the Grantors, the other Loan Parties and the Administrative Agent;

WHEREAS, pursuant to the Loan Agreement and pursuant to $\underline{\text{Section 7}}$ of the Security Agreement, each Grantor is required to execute and deliver this Agreement and to grant to the Administrative Agent a continuing security interest in all of its respective Trademark Collateral (as defined below) to secure all Obligations of such Grantor; and

WHEREAS, each Grantor has duly authorized the execution, delivery and performance of this Agreement; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor agrees, for the benefit of each Secured Party, as follows:

- SECTION 1. <u>Grant of Security Interest</u>. Each Grantor hereby grants to the Administrative Agent, for its benefit and the ratable benefit of each other Secured Party, a continuing security interest in all of such Grantor's right, title and interest within the United States, whether now or hereafter existing or acquired by such Grantor, in and to the following (the "<u>Trademark Collateral</u>"):
 - (a) (i) all registrations and all pending applications in the United States Patent and Trademark Office in connection with all trademarks, trade names, corporate names, company names, business names, fictitious business names, trade styles, service marks, certification marks, collective marks, logos and other source or business identifiers, and all goodwill of the business associated therewith, whether currently in use or not, within the United States, and (ii) the right to

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obtain all reissues, extensions or renewals of the foregoing (collectively referred to as "<u>Trademarks</u>"), including those Trademarks referred to in <u>Schedule I</u>;

- (b) all Trademark licenses and other agreements for the grant by or to such Grantor of any right to use any Trademark (each a "<u>Trademark License</u>");
- (c) all of the goodwill of the business connected with the use of, and symbolized by the Trademarks described in <u>clause (a)</u> and, to the extent applicable, <u>clause (b)</u>;
- (d) the right to sue third parties for past, present and future infringements or dilution of the Trademarks described in <u>clause (a)</u> and, to the extent applicable, <u>clause (b)</u> or for any injury to the goodwill associated with the use of any such Trademark or for breach or enforcement of any Trademark License; and
- (e) all proceeds of, and rights associated with, the foregoing (including Proceeds, licenses, royalties, income, payments, claims, damages and proceeds of infringement suits);

provided that in no event shall the Trademark Collateral include any Excluded Assets.

SECTION 2. Security Agreement. This Agreement has been executed and delivered by each Grantor for the purpose of registering the security interest of the Administrative Agent (for its benefit and the ratable benefit of each other Secured Party) in the Trademark Collateral with the United States Patent and Trademark Office. The security interest granted hereby has been granted as a supplement to, and not in limitation of, the security interest granted to the Administrative Agent (for its benefit and the ratable benefit of each other Secured Party) under the Security Agreement. The Security Agreement (and all rights and remedies of the Administrative Agent and each other Secured Party thereunder) shall remain in full force and effect in accordance with its terms.

SECTION 3. <u>Waiver</u>, etc. Each Grantor hereby waives promptness, diligence, notice of acceptance and any other notice with respect to any of the Obligations, this Agreement and the Security Agreement and any requirement that any Secured Party protect, secure, perfect or insure any Lien, or any property subject thereto, or exhaust any right or take any action against any Grantor or any other Person (including any other Grantor (as defined in the Security Agreement)) or entity or any Collateral securing the Obligations, as the case may be.

SECTION 4. <u>Termination of Agreement; Release of Liens</u>.

- (i) This Agreement shall continue in effect (notwithstanding the fact that from time to time there may be no Obligations outstanding) until the earlier to occur of (x) the Collateral Release Event (on the terms and conditions set forth in the Loan Agreement), and (y) the date on which the Loan Agreement has terminated pursuant to its express terms and all of the Obligations have been Paid in Full (each event set forth in the foregoing clauses (x) and (y) is referred to herein as a "Termination Event").
- (ii) Upon the occurrence of any Termination Event, the security interest granted hereby shall terminate and all rights to the Trademark Collateral shall revert to the applicable Grantors. Upon any such termination, the Administrative Agent will, at the Grantors' sole expense, execute and deliver to the Grantors such documents as the Grantors shall reasonably request to evidence such termination. In addition, in respect of any Trademark Collateral that is sold or transferred, or to be sold or transferred, as part of or in connection with any sale or transfer permitted under the Loan Agreement, upon such permitted sale or transfer (other than to another

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Loan Party that is a signatory to this Agreement), the security interest granted hereby or under any other Loan Document on such property so sold or transferred shall be automatically released. The Administrative Agent shall, at the applicable Grantor's sole expense, execute and deliver such releases of its security interest in such Trademark Collateral which is to be so sold, transferred or disposed of, as may be reasonably requested by such Grantor.

(iii) In the event that, for any reason, all or any portion of payments of any Obligations to the Secured Parties is rescinded, set aside or restored, whether voluntarily or involuntarily, after the making thereof, including upon the insolvency, bankruptcy, dissolution, liquidation or reorganization of any Grantor, the obligation or part thereof intended to be satisfied thereby shall be revived and continued in full force and effect as if said payment or payments had not been made and such Grantor shall be liable for the full amount that the Secured Parties are required to repay plus any and all costs and expenses (including attorneys' fees) paid by the Secured Parties in connection therewith.

SECTION 5. <u>Acknowledgment</u>. Each Grantor does hereby further acknowledge and affirm that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which (including the remedies provided for therein) are incorporated by reference herein as if fully set forth herein.

SECTION 6. <u>Loan Document</u>. This Agreement is a Loan Document executed pursuant to the Loan Agreement and shall (unless otherwise expressly indicated herein) be construed, administered and applied in accordance with the terms and provisions thereof, including <u>Article IX</u> thereof.

SECTION 7. <u>Severability of Provisions</u>. Any provision of this Agreement that is prohibited or unenforceable under applicable law shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof.

SECTION 8. Entire Agreement; Amendments. This Agreement, the Security Agreement and the other Loan Documents embody the entire agreement among the Grantors and Secured Parties pertaining to the subject matter contained herein. This Agreement may not be altered, amended, or modified, nor may any provision hereof be waived or noncompliance therewith consented to, except by means of a writing executed by the Grantors and Administrative Agent; provided that, notwithstanding the foregoing, each Grantor shall comply with the obligations set forth in Section 7(b) of the Security Agreement in connection with obtaining rights to any new trademark application or issued trademark or become entitled to the benefit of any trademark application or trademark for any divisional, continuation, continuation-in-part, reissue, or reexamination of any existing trademark or trademark application. Without limiting the Grantors' obligations under this Section, each Grantor hereby authorizes the Administrative Agent unilaterally to modify this Agreement by amending Schedule I to include any such new trademark rights of any Grantor identified on the supplemental schedules delivered by the applicable Grantor to the Administrative Agent pursuant to Section 7(b) of the Security Agreement and which become part of the Collateral under the Security Agreement. Notwithstanding the foregoing, no failure to so modify this Agreement or amend Schedule I shall in any way affect, invalidate or detract from the Administrative Agent's continuing security interest in all Collateral, whether or not listed on Schedule I. Any such alteration, amendment, modification, waiver, or consent shall be effective only to the extent specified therein and for the specific purpose for which given. No course of dealing and no delay or waiver of any right or default under this Agreement shall be deemed a waiver of any other, similar or dissimilar, right or default or otherwise prejudice the rights and remedies hereunder.

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SECTION 9. <u>Successors and Assigns</u>. Subject to the terms of the Loan Agreement, this Agreement shall be binding upon each Grantor and its successors and assigns and shall inure to the benefit of the Secured Parties and their successors and assigns; <u>provided</u>, <u>however</u>, no Grantor may assign this Agreement or delegate any of its duties hereunder without the Administrative Agent's prior written consent and any unconsented to assignment shall be absolutely void. In the event of any assignment or other transfer of rights by Secured Parties in accordance with the terms of the Loan Agreement, the rights and benefits herein conferred upon Secured Parties shall automatically extend to and be vested in such assignee or other transferee.

SECTION 10. <u>Headings</u>; <u>Counterparts</u>; <u>Electronic Signatures</u>. Section headings used herein are for convenience of reference only, are not part of this Agreement and shall not affect the construction of, or be taken into consideration in interpreting, this Agreement. This Agreement may be executed in counterparts (and by different parties hereto on different counterparts), each of which shall constitute an original, but all of which when taken together shall constitute a single contract. The provisions set forth in <u>Sections 9.06(b)</u> of the Loan Agreement shall apply herein as if fully set forth herein, mutatis mutandis.

SECTION 11. Governing Law; Jurisdiction; Waiver of Jury Trial.

- (a) THE VALIDITY OF THIS AGREEMENT, ITS CONSTRUCTION, INTERPRETATION, AND ENFORCEMENT, AND THE RIGHTS OF EACH PARTY HERETO, SHALL BE DETERMINED UNDER, GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF NEW YORK.
- (b) Each Grantor hereby irrevocably and unconditionally submits, for itself and its property, to the exclusive jurisdiction of the United States District Court for the Southern District of New York sitting in the Borough of Manhattan (or if such court lacks subject matter jurisdiction, the Supreme Court of the State of New York sitting in the Borough of Manhattan), and any appellate court from any thereof, in any action or proceeding arising out of or relating to this Agreement or the transactions relating hereto or thereto, or for recognition or enforcement of any judgment, and each of the parties hereto hereby irrevocably and unconditionally agrees that all claims in respect of any such action or proceeding may (and any such claims, cross-claims or third party claims brought against the Administrative Agent or any of its Related Parties may only) be heard and determined in such federal court (to the extent permitted by law) or New York State court. Each of the parties hereto agrees that a final judgment in any such action or proceeding shall be conclusive and may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by law. Nothing in this Agreement shall affect any right that any Secured Party may otherwise have to bring any action or proceeding relating to this Agreement against any Grantor or its properties in the courts of any jurisdiction.
- (c) Each Grantor hereby irrevocably and unconditionally waives, to the fullest extent it may legally and effectively do so, any objection which it may now or hereafter have to the laying of venue of any suit, action or proceeding arising out of or relating to this Agreement in any court referred to in paragraph (b) of this Section. Each Grantor hereby irrevocably waives, to the fullest extent permitted by law, the defense of an inconvenient forum to the maintenance of such action or proceeding in any such court.
- (d) Each Grantor irrevocably consents to service of process in the manner provided for notices in the Security Agreement. Nothing in this Agreement will affect the right of any Grantor or any Secured Party to serve process in any other manner permitted by law.

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(e) TO THE MAXIMUM EXTENT PERMITTED BY LAW, EACH PARTY HERETO HEREBY WAIVES ITS RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS AGREEMENT OR ANY OF THE TRANSACTIONS CONTEMPLATED HEREIN, INCLUDING CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS, AND ALL OTHER COMMON LAW OR STATUTORY CLAIMS. EACH PARTY HERETO REPRESENTS THAT IT HAS REVIEWED THIS WAIVER AND EACH KNOWINGLY AND VOLUNTARILY WAIVES ITS JURY TRIAL RIGHTS FOLLOWING CONSULTATION WITH LEGAL COUNSEL. IN THE EVENT OF LITIGATION, A COPY OF THIS AGREEMENT MAY BE FILED AS A WRITTEN CONSENT TO A TRIAL BY THE COURT.

SECTION 12. <u>California Judicial Reference</u>. If any action or proceeding is filed in a court of the State of California by or against any party hereto in connection with any of the transactions contemplated by this Agreement or any other Loan Document, (i) the parties agree, and hereby agree to advise the applicable court, that the adjudication of any such action or proceeding (and all related claims) shall be made pursuant to California Code of Civil Procedure Section 638 by a referee (who shall be a single active or retired judge) who shall hear and determine all of the issues in such action or proceeding (whether of fact or of law) and report a statement of decision, <u>provided</u> that at the option of any party to such proceeding, any such issues pertaining to a "provisional remedy" as defined in California Code of Civil Procedure Section 1281.8 shall be heard and determined by the court, and (ii) without limiting the generality of <u>Section 9.03</u> of the Loan Agreement, the Borrower shall be solely responsible to pay all fees and expenses of any referee appointed in such action or proceeding.

[Signatures Immediately Follow]

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IN WITNESS WHEREOF, this Agreement has been duly executed as of the day and year first above written.

FOX RESTAURANT CONCEPTS LLC

By: FRC Management LLC

Its: Manager

By: Vame: Samuel F. Fox

Title: Manager

REEL: 007296 FRAME: 0792

NORTH RESTAURANTS LLC

By: The Cheesecake Factory Restaurants, Inc.

Its: Manager

Name: Matthew Clark

Title: Chief Financial Officer

TCF CO. LLC

By: The Cheesecake Factory Incorporated

Its: Sole Member

Name: Matthew Clark

Title: Chief Financial Officer

Acknowledged and agreed as of the date first above written:

JPMORGAN CHASE BANK, N.A., as Administrative Agent

By:

Name: Marshall J. Trenckmann Title: Managing Director

Trademark Registrations and Applications

Grantor / Owner: Fox Restaurant Concepts LLC

Mark	Application No. Filing Date	Registration No. Registration Date
BLANCO	77130286 13-MAR- 2007	3599080 31-MAR- 2009
BLANCO BLANCO TACOS + TEQUILA BLANCO	77130287 13-MAR- 2007	3485714 12-AUG- 2008
BLANCO BLANCO	88778022 29-JAN-2020	6102188 14-JUL-2020
BLANCO TACOS + TEQUILA	88778161 29-JAN-2020	6102189 14-JUL-2020
CULINARY DROPOUT	77501246 17-JUN-2008	3772496 06-APR- 2010
Design Only	87160692 03-SEP-2016	5219976 06-JUN-2017
DOUGH BIRD PIZZA & ROTISSERIE	87425199 25-APR- 2017	5339635 21-NOV- 2017
DOUGHBIRD	87282932 28-DEC- 2016	5298266 26-SEP-2017

Mark	Application No. Filing Date	Registration No. Registration Date
EBITES	86019800 25-JUL-2013	4956235 10-MAY- 2016
OLIVE & IVY	77014122 04-OCT- 2006	3340670 20-NOV- 2007
OLIVE & IVY	77014127 04-OCT- 2006	3340671 20-NOV- 2007
THE ARROGANT BUTCHER	85183779 23-NOV- 2010	4020691 30-AUG- 2011
THE HENRY ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	87918062 11-MAY- 2018	5964555 21-JAN-2020
THE HENRY THE GREATEST NEIGHBORHOOD RESTAURANT	87918242 11-MAY- 2018	5993525 25-FEB-2020
THE YARD*	88445606 24-MAY- 2019	Pending
THE YARD	88767922 21-JAN-2020	Pending

Grantor / Owner: North Restaurants LLC

Mark	Application No. Filing Date	Registration No. Registration Date
NORTH	76502041 20-MAR- 2003	2885772 21-SEP-2004
NORTH	77130944 14-MAR- 2007	3343497 27-NOV- 2007
NORTH	77130946 14-MAR- 2007	3343498 27-NOV- 2007
NORTH ITALIA	87433415 02-MAY- 2017	5349963 05-DEC-2017
NORTH ITALIA EST 2002 HANDMADE WITH LOVE FROM SCRATCH DAILY NORTH	87433315 02-MAY- 2017	5354319 12-DEC-2017

Grantor / Owner: TCF Co. LLC

Mark	Application No. Filing Date	Registration No. Registration Date
A WORLD OF FOOD AWAITS	86594342 10-APR-2015	4855398 17-NOV- 2015
AMERICA'S FINEST CHEESECAKE	75835939 29-OCT-1999	2404937 14-NOV- 2000

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Mark	Application No. Filing Date	Registration No. Registration Date
BUFFALO BLASTS	76479311 31-DEC-2002	2842464 18-MAY- 2004
CAKEPAY	86741034 28-AUG- 2015	5076314 08-NOV- 2016
CHOCOLATE TUXEDO CREAM	76359018 16-JAN-2002	3674832 01-SEP-2009
Design Only	77479361 20-MAY- 2008	3607417 14-APR-2009
Design Only	88621859 18-SEP-2019	6062952 26-MAY- 2020
DOUBLE STUFFED POTATO SPRING ROLLS	76569300 29-DEC-2003	3137318 29-AUG- 2006
EDGE OF THE PLATE	76112170 18-AUG- 2000	2650244 12-NOV- 2002
GLAMBURGERS	85026262 29-APR-2010	3890145 14-DEC-2010
GRAND LUX CAFE	77321219 05-NOV- 2007	3453461 24-JUN-2008
GRAND LUX CAFÉ	75774759 13-AUG- 1999	2836742 27-APR-2004
GRAND LUX CAFÉ GRAND LUX CAFE	75776036 13-AUG- 1999	2383025 05-SEP-2000
GRAND LUX CAFÉ GRAND LUX CAFE	75776037 13-AUG- 1999	2845132 25-MAY- 2004

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REEL: 007296 FRAME: 0799

Mark	Application No. Filing Date	Registration No. Registration Date
GRAND LUX CAFÉ	75776549 13-AUG- 1999	2393314 10-OCT-2000
ROCK SUGAR PAN ASIAN KITCHEN	77130994 14-MAR- 2007	3573180 10-FEB-2009
ROCKBITES	77842243 06-OCT-2009	3806162 22-JUN-2010
ROCKSUGAR PAN ASIAN KITCHEN	77261088 21-AUG- 2007	3758042 09-MAR- 2010
ROCKSUGAR SOUTHEAST ASIAN KITCHEN	87245651 22-NOV- 2016	5303335 03-OCT-2017
ROCKSUGAR SOUTHEAST ASIAN KITCHEN	87553782 02-AUG- 2017	5417142 06-MAR- 2018
ROCKTAIL HOUR	77840604 02-OCT-2009	3790090 18-MAY- 2010
ROCKTAILS	77841235 05-OCT-2009	3790125 18-MAY- 2010
SKINNYLICIOUS	85365809 07-JUL-2011	4145567 22-MAY- 2012
SKINNYLICIOUS	87536682 20-JUL-2017	5400993 13-FEB-2018
SOCIAL MONK	87920032 14-MAY- 2018	5765274 28-MAY- 2019
SOCIAL MONK ASIAN KITCHEN	87920092 14-MAY- 2018	5765276 28-MAY- 2019

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Mark	Application No. Filing Date	Registration No. Registration Date
SOCIAL MONK ASIAN KITCHEN	88008522 20-JUN-2018	5765472 28-MAY- 2019
THE CHEESECAKE FACTORY	73284328 03-NOV- 1980	1191891 09-MAR- 1982
THE CHEESECAKE FACTORY	73720776 06-APR-1988	1549370 25-JUL-1989
THE CHEESECAKE FACTORY	74477285 10-JAN-1994	1864786 29-NOV- 1994
THE CHEESECAKE FACTORY	75817365 07-OCT-1999	2412280 12-DEC-2000
THE CHEESECAKE FACTORY George Factory	75817122 07-OCT-1999	2421042 16-JAN-2001
THE CHEESECAKE FACTORY Geesecake Factory	86448757 07-NOV- 2014	5241865 11-JUL-2017
THE CHEESECAKE FACTORY Geesecake Factory	86755719 14-SEP-2015	5106150 20-DEC-2016
THE CHEESECAKE FACTORY	88779729 30-JAN-2020	6124531 11-AUG- 2020
THE CHEESECAKE FACTORY AT HOME	87095023 06-JUL-2016	5360784 19-DEC-2017
THE CHEESECAKE FACTORY AT HOME	87335861 14-FEB-2017	5352059 05-DEC-2017
THE CHEESECAKE FACTORY AT HOME	87584050 25-AUG- 2017	5521078 17-JUL-2018

Mark	Application No. Filing Date	Registration No. Registration Date
THE CHEESECAKE FACTORY AT HOME	88492213 27-JUN-2019	6062310 26-MAY- 2020
THE CHEESECAKE FACTORY AT HOME	88760539 15-JAN-2020	6176698 13-OCT-2020
THE CHEESECAKE FACTORY BAKERY GESECAKE Factory BAKERY	75799391 14-SEP-1999	2368776 18-JUL-2000
THE CHEESECAKE FACTORY BAKERY CAFÉ	75774760 13-AUG- 1999	2439508 27-MAR- 2001
THE CHEESECAKE FACTORY BAKERY CAFÉ	75776042 13-AUG- 1999	2393311 10-OCT-2000
THE DREAM FACTORY	76226075 14-MAR- 2001	2741019 29-JUL-2003
WHITE CHOCOLATE RASPBERRY TRUFFLE	74331164 16-NOV- 1992	1883744 14-MAR- 1995

Trademark Licenses

None.

741407832 07017737

RECORDED: 05/18/2021