

TRADEMARK ASSIGNMENT

Electronic 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
Union Square Hospitality Group LLC		04/05/2010	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	SSE IP, LLC		
Street Address:	24 Union Square East		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	3658043	SHACK ATTACK	
Registration Number:	3724146	SHACK BURGER	
Registration Number:	3760070	SHACK CAM	
Registration Number:	3658044	SHACK STACK	
Registration Number:	3741879	SHACK-CAGO DOG	
Registration Number:	3648680	SHACKMEISTER	
Registration Number:	3725489	SHAKE SHACK	
Registration Number:	3186610	SHAKE SHACK	
Registration Number:	3766428	SHAKE SHACK	
Registration Number:	3676096	THE POOCH-INI	
Serial Number:	77724280		
Serial Number:	77671416	SECOND CITY BIRD DOG	
CORRESPONDENCE DATA			

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TRADEMARK
REEL: 004207 FRAME: 0677

Fax Number: (215)655-2286

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: trademarks@dechert.com, jacob.bishop@dechert.com

Correspondent Name: Glenn A. Gundersen

Address Line 1: Dechert LLP

Address Line 2: Cira Centre, 2929 Arch Street

Address Line 4: Philadelphia, PENNSYLVANIA 19104-2808

ATTORNEY DOCKET NUMBER:

107751

NAME OF SUBMITTER:

Glenn A. Gundersen

Signature:

/Glenn A. Gundersen/

Date:

05/17/2010

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS Union Square Hospitality Group LLC ("Assignor"), a New York limited liability company with an address at 24 Union Square East, New York, New York 10003, holds of record the federal registrations of and pending registrations for the Trademarks shown in Schedule A hereto (the "Trademarks"); and

WHEREAS, pursuant to an Assignment and Contribution Agreement dated November 16, 2009, SSE IP, LLC ("Assignee"), a Delaware limited liability company with an address at C/O Union Square Hospitality Group LLC, 24 Union Square East, New York, New York 10003, is acquiring certain assets of Assignor, including the Trademarks, the registrations thereof, and the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns, conveys and transfers to Assignee all right, title and interest in and to the Trademarks, together with the federal registrations thereof, any other registrations or applications for registration thereof, and the goodwill of the business symbolized by the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: 4/5/10, 2010

UNION SQUARE HOSPITALITY GROUP LLC

By: _____

Name: _____


Title: _____

TRADEMARK


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SCHEDULE A

U.S. Trademark Registrations

Mark	Registration Number	Registration Date
SHACK ATTACK	3,658,043	July 21, 2009
SHACK BURGER	3,724,146	December 15, 2009
SHACK CAM	3,760,070	March 16, 2010
SHACK STACK	3,658,044	July 21, 2009
SHACK-CAGO DOG	3,741,879	January 26, 2010
SHACKMEISTER	3,648,680	June 30, 2009
SHAKE SHACK	3,725,489	December 15, 2009
SHAKE SHACK	3,186,610	December 19, 2006
Shake  Shack	3,766,428	March 30, 2010
THE POOCH-INI	3,676,096	September 1, 2009

U.S. Trademark Applications

Mark	Application Number	Application Date
	77/724,280	April 28, 2009
SECOND CITY BIRD DOG	77/671,416	February 16, 2009