

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															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Union Square Hospitality Group LLC</td> <td></td> <td>04/05/2010</td> <td>LIMITED LIABILITY COMPANY: NEW YORK</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Union Square Hospitality Group LLC		04/05/2010	LIMITED LIABILITY COMPANY: NEW YORK							
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PROPERTY NUMBERS Total: 1															
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Serial Number:	77391468	SHAKE SHARK													
CORRESPONDENCE DATA															
Fax Number: (215)655-2286 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> 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 Gundersen														
Signature:	/Glenn Gundersen/														

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TRADEMARK
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Date:

08/31/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

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, has intended to use the trademark SHAKE SHARK (the "Trademark") hereto in its business, and has filed U.S. Application Serial No. 77/391,468 to register the Trademark (the "Application"), but has not yet filed any allegation of use under Section 1(c) or 1(d) of the Trademark Act (15 U.S.C. 1051(c),(d)) with respect to the Application;

WHEREAS, **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, has acquired the business to which the Trademark and Application pertain (as required by Section 10 of the Trademark Act (15 U.S.C. 1060)), and acquired certain assets of Assignor, including the Trademark, the Application and the goodwill of the business symbolized by the Trademark.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the Application, and the goodwill of the business symbolized by the Trademark.

Dated as of April 5, 2010

UNION SQUARE HOSPITALITY GROUP LLC

By: _____

Name: Jeffrey Flug
Title: COO and CFO