

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------------------|----------|----------------|-------------------------------------|
| Union Square Hospitality Group, LLC | | 02/18/2010 | LIMITED LIABILITY COMPANY: NEW YORK |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------------|
| Name: | USHG, LLC |
| Street Address: | 24 Union Square East |
| City: | New York |
| State/Country: | NEW YORK |
| Postal Code: | 10003 |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK |

PROPERTY NUMBERS Total: 25

| Property Type | Number | Word Mark |
|----------------------|----------|-------------------------------------|
| Registration Number: | 3594857 | +1 REWARDS |
| Registration Number: | 3767215 | BLUE SMOKE |
| Registration Number: | 3378050 | BLUE SMOKE |
| Registration Number: | 2601747 | BLUE SMOKE |
| Registration Number: | 3349412 | BLUE SMOKE |
| Registration Number: | 3807858 | BOX FRITES |
| Registration Number: | 3541516 | CAROLINA KICK |
| Registration Number: | 2939768 | CUESADILLA |
| Registration Number: | 2406631 | ELEVEN MADISON PARK |
| Registration Number: | 2271356 | GRAMERCY TAVERN |
| Serial Number: | 77621105 | EL VERANO TAQUERIA |
| Serial Number: | 77171859 | ENLIGHTENED HOSPITALITY |
| Registration Number: | 3214342 | HUDSON YARDS CATERING |
| Registration Number: | 3656089 | HUDSON YARDS SPORTS & ENTERTAINMENT |

OP \$640.00 3594857

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|----------------------|----------|--------------------------------|
| Registration Number: | 3447222 | K.C. RECIPE |
| Serial Number: | 77830538 | MAIALINO |
| Registration Number: | 2404904 | TABLA |
| Registration Number: | 3337375 | TABLA |
| Registration Number: | 3655311 | TABLA |
| Registration Number: | 3612426 | TABLATINI |
| Serial Number: | 77157784 | TABLATINI |
| Registration Number: | 1646379 | UNION SQUARE CAFE |
| Registration Number: | 2138978 | UNION SQUARE CAFE |
| Serial Number: | 77959540 | UNION SQUARE EVENTS |
| Registration Number: | 3709051 | UNION SQUARE HOSPITALITY GROUP |

CORRESPONDENCE DATA

Fax Number: (312)222-0818
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312.222.0800
Email: chiipdocket@michaelbest.com
Correspondent Name: Larry L. Saret
Address Line 1: 180 N. Stetson Avenue
Address Line 2: Suite 2000
Address Line 4: Chicago, ILLINOIS 60601

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|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 205135-0001 |
| NAME OF SUBMITTER: | Larry L. Saret |
| Signature: | /larry l. saret/ |
| Date: | 11/01/2010 |

Total Attachments: 0

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