

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Union Square Hospitality Group, LLC		02/08/2010	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: 3			
Property Type	Number	Word Mark	
Serial Number:	77929220	HQ HOSPITALITY QUOTIENT	
Serial Number:	77928516	HOSPITALITY QUOTIENT	
Serial Number:	77929181	HQ HOSPITALITY QUOTIENT	
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		
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:	Jacob Bishop		

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**TRADEMARK
 REEL: 004414 FRAME: 0008**

Signature:	/Jacob Bishop/
Date:	11/15/2010
Total Attachments: 3 source=USHG, LLC name change#page1.tif source=USHG, LLC name change#page2.tif source=USHG, LLC name change#page3.tif	

STATE OF NEW YORK
DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.

WITNESS my hand and official seal of the
Department of State, at the City of Albany, on
February 8, 2010.



A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

CSC 45
DRAW DOWN

100208000 382

CERTIFICATE OF AMENDMENT

OF THE

ARTICLES OF ORGANIZATION

OF

UNION SQUARE HOSPITALITY GROUP, LLC
(Under Section 211 of the Limited Liability Company Law)

It is hereby certified that:

FIRST: The name of the limited liability company is:

UNION SQUARE HOSPITALITY GROUP, LLC

SECOND: The date of filing of the Articles of Organization is December 23, 1997.

THIRD: The amendment in the Certificate of Amendment of the Articles of Organization hereby effected is as follows:

Paragraph **FIRST** of the Articles of Organization relating to the name of the limited liability company is hereby amended to read as follows:

FIRST: The name of the limited liability company is:

USHG, LLC

IN WITNESS WHEREOF, I have subscribed this document on the date set forth below and do hereby affirm, under the penalties of perjury, that the statements contained therein have been examined by me and are true and correct.

Date: February 8, 2010

/s/ Robert A. Cantone
Robert A. Cantone
Authorized Person

#1

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**CERTIFICATE
 OF
 AMENDMENT
 OF THE
 ARTICLES
 OF
 ORGANIZATION
 OF
 UNION SQUARE HOSPITALITY GROUP, LLC**

(UNDER SECTION 211 OF THE LIMITED LIABILITY COMPANY LAW)

lee
 STATE OF NEW YORK
 DEPARTMENT OF STATE
 FILED FEB 08 2010
 TAX S _____
 BY: *KWA*

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PROSKAUER ROSE LLP
 1585 BROADWAY
 NEW YORK, NEW YORK 10036

Cust REF: MPJ
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