### 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		102/08/2010 I	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

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

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

TRADEMARK
REEL: 004414 FRAME: 0008

77929250

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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	

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# STATE OF NEW YORK DEPARTMENT OF STATE

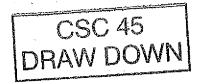
I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



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

Of the

Daniel E. Shapiro First Deputy Secretary of State



### 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

**CERTIFICATE** OF **AMENDMENT** OF THE **ARTICLES** OF **ORGANIZATION** OF Union Square Hospitality Group, LLC

(UNDER SECTION 211 OF THE LIMITED LIABILITY COMPANY LAW)

STATE OF NEW YORK DEPARTMENT OF STATE FILED FEB 0 8 2010

PROSKAUER ROSE LLP 1585 BROADWAY NEW YORK, NEW YORK 10036

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**RECORDED: 11/15/2010**