

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
1717 Vine Management, LLC		02/16/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SBE Hotel Licensing, LLC		
Street Address:	8000 Beverly Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90048		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85054771	THE HENDRYX HOTEL	
CORRESPONDENCE DATA			
Fax Number:	(312)750-6546		
Phone:	312.269.8000		
Email:	temanulson@ngelaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 2:	Neal, Gerber & Eisenberg LLP		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	024447-0705		
NAME OF SUBMITTER:	Lee J. Eulgen		
Signature:	/Lee J. Eulgen/		
Date:	02/20/2012		
Total Attachments: 1 source=THE HENDRYX HOTEL assignment#page1.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of February 16, 2012, by and between 1717 Vine Management, LLC, a California limited liability company located at 7083 Hollywood Boulevard, Suite 180, Los Angeles, California 90028 ("Assignor"), and SBE Hotel Licensing, LLC, a California limited liability company located at 8000 Beverly Blvd., Los Angeles, California 90048 ("Assignee").

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark THE HENDRYX HOTEL (including without limitation all goodwill associated therewith), Serial No. 85/054771, filed on June 4, 2010, (the "Trademark");

WHEREAS, Assignor has transferred all of its business to which the Trademark pertains to Assignee; and

WHEREAS, Assignor is desirous of assigning to Assignee all right, title and interest in and to the Trademark, and Assignee, being the successor of that portion of Assignor's business to which the Trademark pertains, is desirous of acquiring all right, title and interest in and to the Trademark.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Trademark, together with that portion of Assignor's business to which the Trademark pertains, and together with the goodwill of the business connected with the use of, and symbolized by, the Trademark, including without limitation the right to sue and collect damages for past, present and future infringements of the Trademark, and to further assign or license any and all right, title and interest in and to the Trademark.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of such Trademark and to issue the registration for said Trademark to Assignee, for the sole use and enjoyment of Assignee, its successors and assigns.

1717 Vine Management, LLC

By: 

Name: AFSHEEN KATER

Title: CFO

SBE Hotel Licensing, LLC

By: 

Name: AFSHEEN KATER

Title: CFO