

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
SBE Licensing, LLC		03/13/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SBEEG Holdings 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: 2			
Property Type	Number	Word Mark	
Registration Number:	3244476	SBE RESTAURANT GROUP	
Registration Number:	3689942	SBE RESTAURANT AND NIGHTLIFE GROUP	
CORRESPONDENCE DATA			
Fax Number:	(312)750-6546		
Phone:	312.269.8000		
Email:	temanuelson@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:	023244-0703		
NAME OF SUBMITTER:	Lee J. Eulgen		

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Signature:	/Lee J. Eulgen/
Date:	03/20/2012
Total Attachments: 2 source=SBE#page1.tif source=SBE#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of March 13, 2012, between SBE Licensing, LLC, a Delaware limited liability company located at 8000 Beverly Blvd., Los Angeles, California 90048 ("Assignor"), and SBEEG Holdings Licensing, LLC, a California limited liability company located at 8000 Beverly Blvd., Los Angeles, California 90048 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and associated registrations listed on Schedule A, along with all of the goodwill associated therewith (the "Trademarks");

WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Trademarks to Assignee; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Trademarks that Assignor may have, including without limitation the right to sue and collect damages for past, present, and future infringements of the Trademarks, and to further assign or to license any and all right, title and interest in and to the Trademarks.

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

SBE Licensing, LLC

By: 

Name: Brad Mori

Title: Authorized Person