

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 Hotel Licensing, LLC		03/29/2013	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	SBE Licensing, LLC		
Street Address:	7280 Las Vegas Boulevard South		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3607401	BAR CENTRO	
Registration Number:	3958508	ROJO Y BLANCA	
Registration Number:	3588270	THE BAZAAR	
Serial Number:	85485191	THE BAZAAR	
CORRESPONDENCE DATA			
Fax Number:	3129800765		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-269-8000		
Email:	mhoffman@ngelaw.com		
Correspondent Name:	Lee Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	023244.0713		

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NAME OF SUBMITTER:	Lee J. Eulgen
Signature:	/Lee J. Eulgen/
Date:	04/03/2013
Total Attachments: 2 source=BAR CENTRO Assignment#page1.tif source=BAR CENTRO Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of March 29, 2013, between SBE Hotel Licensing, LLC, a Nevada limited liability company located at 8000 Beverly Blvd., Los Angeles, California 90048 (“Assignor”), and SBE Licensing, LLC, a Delaware limited liability company located at 7280 Las Vegas Boulevard South, Las Vegas, NV 89109 (“Assignee”).

WHEREAS, Assignor is the owner of the trademarks and associated United States federal 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 in the United States, including without limitation the right to sue and collect damages for past, present, and future infringements of the Trademarks, and the right 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 Hotel Licensing, LLC



By: _____

Name: Brandt Mori

Title: Authorized Person

SCHEDULE A

Trademark	Serial No.	Filing Date	Registration No.	Registration Date
BAR CENTRO	77471268	11-May-2008	3607401	14-Apr-2009
ROJO Y BLANCA	77772900	01-Jul-2009	3958508	10-May-2011
THE BAZAAR	77312609	24-Oct-2007	3588270	10-Mar-2009
THE BAZAAR	85485191	01-Dec-2011	N/A	N/A