

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
	SBE Hotel Group, LLC		03/29/2013
	LIMITED LIABILITY COMPANY: DELAWARE		
RECEIVING PARTY DATA			
Name:	SBE Hotel Licensing, LLC		
Street Address:	7280 Las Vegas Boulevard South		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4109614	THE REDBURY
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 J. Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	23244.0713		
NAME OF SUBMITTER:	Lee J. Eulgen		
Signature:	/Lee J. Eulgen/		
Date:	04/08/2013		
Total Attachments: 1 source=THE REDBURY Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

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

WHEREAS, Assignor is the owner of trademark THE REDBURY as registered in the United States Patent & Trademark Office connection with “*hotel services; resort lodging services; reservation services, namely, hotel, resort and restaurant reservation services; restaurant and bar services; providing exhibition, conference and meeting facilities; catering*” in International Class 43 and “*special hotel services as part of a program for frequent or preferred hotel guests, namely, personal concierge services for others comprising making requested personal arrangements and reservations, running errands and providing customer specific information to meet individual needs, all rendered in hotels*” in International Class 45 (Reg. No. 4,109,614), and Assignor is the owner of all of the goodwill associated therewith and common law rights therein (the “Trademark”);

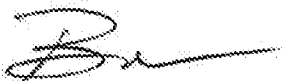
WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Trademark to Assignee; and

WHEREAS, Assignee 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 acknowledged, hereby sells, hereby assigns and transfers to Assignee all right, title, and interest in and to the Trademark in the United States, including without limitation the right to sue and collect damages for past, present, and future infringements of the Trademark, and the right to further assign or to 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 all registrations for said Trademark to Assignee, for the sole use and enjoyment of the Assignee, its successors and assigns.

SBE Hotel Group, LLC

By:  _____

Name: Brandt Mori

Title: Authorized Person