

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Stephen J. Lombardo Jr.		12/31/2013	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	SJL Management Holdings, LLC
<b>Street Address:</b>	445 E. North Water Street
<b>Internal Address:</b>	#604
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60611
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Registration Number:	2614645	FROG BAR
Registration Number:	3322167	HUGO'S FROG BAR
Registration Number:	3322174	HUGO'S
Registration Number:	3922643	FROG BAR
Registration Number:	4443357	HUGO'S FROG BAR & FISH HOUSE
Registration Number:	4447877	HUGO'S FROG BAR & FISH HOUSE
Registration Number:	2981571	LUX BAR
Registration Number:	3118983	WHERE WINE IS CHEAPER THAN WATER
Registration Number:	4304638	LUXBAR
Registration Number:	3209934	LUX BAR
Registration Number:	3232130	QUARTINO
Registration Number:	3310275	Q

CH \$315.00 2614645

Fax Number: 3125778994

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 312-902-5200

Email: deborah.wing@kattenlaw.com

Correspondent Name: Deborah Wing c/o Katten Muchin Rosenman

Address Line 1: 525 West Monroe Street

Address Line 4: Chicago, ILLINOIS 60661

ATTORNEY DOCKET NUMBER:	208523-3/GIBSON'S
NAME OF SUBMITTER:	Deborah A. Wing
Signature:	/DAW/
Date:	01/30/2014

**Total Attachments: 5**

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## TRADEMARK ASSIGNMENT

THIS Trademark Assignment is made as of December 31, 2013, by Stephen J. Lombardo, Jr. (“Assignor”), to SJL Management Holdings, LLC, an Illinois limited liability company (“Assignee”).

WHEREAS, Assignor desires to transfer and assign to Assignee all of the trademarks set forth on Schedule A attached hereto, for which it has obtained registrations in the United States Patent and Trademark Office and/or with the trademark registration authorities of the relevant states (hereinafter the “Marks”), along with the goodwill of the business developed through the use of and symbolized by the Marks; and

WHEREAS, Assignee desires to acquire the right, title and interest in and to each of the Marks, the U.S. federal and/or state registrations and/or registration applications therefor, and the goodwill of the business connected with the use of and symbolized by the Marks.

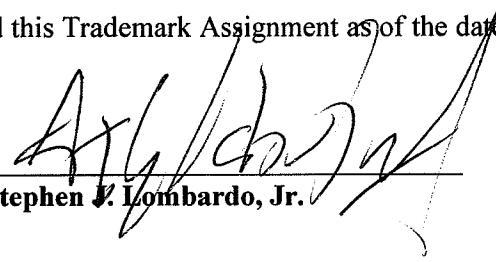
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor’s rights, title and interest in, to and under the Marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks. All rights and privileges associated with the Marks, including the right to sue for and receive all damages from any past or future infringements or other violations of the Marks, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor hereby covenants and agrees with Assignee, its successors and assigns, that it will not execute any writing or do any act whatsoever conflicting with the rights granted hereunder, and that Assignor and its successors and assigns shall, at any time upon request, without further or additional consideration, but at the expense of Assignee, its successors and assigns, execute such additional writings and do such additional acts as Assignee, or its successors or assigns, may deem necessary or desirable to perfect Assignee’s enjoyment of this grant.

\* \* \* \* \*

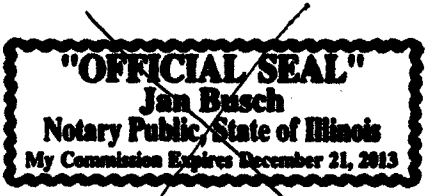
*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the date first written above.

  
Stephen J. Lombardo, Jr.




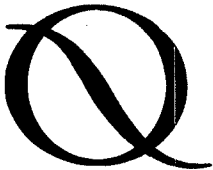
State of ILLINOIS )  
 )  
County of COOK )      ss

On this 31ST day of DECEMBER, 2013, before me, a Notary Public in and for the County and Province aforesaid, appeared STEPHEN J. LOMBARDO, JR., to me personally known to be the same person whose name is subscribed to the foregoing instrument, and acknowledged that he executed said instrument as his free and voluntary act and for the uses and purposes therein expressed.



**SCHEDULE A**

**I. U.S. Federal Trademark Registrations and Registration Applications**

<b><u>Trademark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>	<b><u>Serial No.</u></b>	<b><u>Status</u></b>
FROG BAR	2,614,645	03-Sep-2002	76/232,414	Registered
HUGO'S FROG BAR	3,322,167	30-Oct-2007	76/665,774	Registered
HUGO'S	3,322,174	30-Oct-2007	76/666,194	Registered
FROG BAR	3,922,643	22-Feb-2011	85/070,029	Registered
HUGO'S FROG BAR & FISH HOUSE	4,443,357	03-Dec-2013	85/904,758	Registered
	4,447,877	10-Dec-2013	85/929,045	Registered
LUX BAR	2,981,571	02-Aug-2005	76/561,208	Registered
	3,209,934	20-Feb-2007	76/644,655	Registered
WHERE WINE IS CHEAPER THAN WATER	3,118,983	25-Jul-2006	76/644,654	Registered
	4,304,638	19-Mar-2013	85/669,711	Registered
QUARTINO	3,232,130	24-Apr-2007	76/640,283	Registered
	3,310,275	16-Oct-2007	76/650,226	Registered

**II. Illinois State Registrations**

<b><u>Trademark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>	<b><u>Status</u></b>
FROG BAR	82504	06-Aug-1998	Registered
FROG BAR	82503	06-Aug-1998	Registered