

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM299674

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 Group, LLC		03/20/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SBE Licensing, LLC		
Street Address:	8000 Beverly Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90048		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77002315	LIFE	
Serial Number:	85479961	LIFE	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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:	TEMANUELSON@NGELAW.COM		
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:	23244-216T1(0703)		
NAME OF SUBMITTER:	Lee J. Eulgen		
SIGNATURE:	/Lee Eulgen/		
DATE SIGNED:	03/31/2014		
Total Attachments: 1			
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Trademark Assignment

This assignment is made by SBE Hotel Group, LLC, a limited liability company organized under the laws of California, with a place of business at 8000 Beverly Boulevard, Los Angeles, California 90048 ("Assignor"), to SBE Licensing, LLC, a limited liability company organized under the laws of Delaware, with a place of business at 8000 Beverly Boulevard, Los Angeles, California 90048 ("Assignee").

WHEREAS, Assignor claims ownership of all right, title, and interest in and to the following trademarks:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
LIFE	77/002,315	September 19, 2006
LIFE	85/479,961	November 23, 2011

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

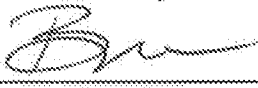
WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks, including the portion of Assignor's business to which the Trademarks pertain, and any and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee any and all right, title and interest it may have in, to and under the Trademarks, together with that portion of Assignor's business to which the Trademarks pertain, including without limitation: (i) all common law rights therein; (ii) all goodwill associated therewith and symbolized thereby; (iii) the right to further assign and to license any and all right, title and interest in and to the Trademarks; and (iv) the right to sue and collect damages for past, present and future infringements of the Trademarks by any third party.

Assignor hereby authorizes Assignee to record Assignee as the owner of the aforesaid applications and to obtain and renew any registration thereafter in the name of Assignee for the use and enjoyment of the Assignee, its successors and assigns.

Date: 3/20/14

SBE Hotel Group, LLC

By: 
Name: Brandt Mori

Title: Senior Counsel