

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301112

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		04/07/2014	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	SBEEG Holdings Licensing, LLC		
Street Address:	2780 Las Vegas Blvd S		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86010826	THE KEY UNLOCKS YOUR DOOR, THE SBE APP U	
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:	23244-271T1(0703)		
NAME OF SUBMITTER:	Lee J. Eulgen		
SIGNATURE:	/Lee Eulgen/		
DATE SIGNED:	04/11/2014		
Total Attachments: 1			
source=KeyCardApps assignment#page1.tif			

CH \$40.00 86010826

Trademark Assignment

This assignment is made by SBE Hotel Licensing, LLC, a limited liability company organized under the laws of Nevada, with a place of business at 2780 Las Vegas Boulevard South, Las Vegas, Nevada 89109 ("Assignor"), to SBEEG Holdings Licensing, LLC, a limited liability company organized under the laws of Nevada, with a place of business at 2780 Las Vegas Blvd S, Las Vegas, Nevada 89109 ("Assignee").

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

<u>Mark</u>	<u>Services</u>	<u>Serial No.</u>	<u>Filing Date</u>
THE KEY UNLOCKS YOUR DOOR, THE SBE APP UNLOCKS YOUR EXPERIENCE	Smart phone app for hotels	86/010,826	July 15, 2013

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


WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademark, including the portion of Assignor's business to which the Trademark pertains, 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 Trademark, together with that portion of Assignor's business to which the Trademark pertains, 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 Trademark; and (iv) the right to sue and collect damages for past, present and future infringements of the Trademark by any third party.

Assignor hereby authorizes Assignee to record Assignee as the owner of the aforesaid application 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: 4-7-14

SBE Hotel Licensing, LLC

By: 
Name: Brandt Mori

Title: Senior Counsel