

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300841

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USHG, LLC		04/04/2014	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	HY IP Holding Company, LLC		
Street Address:	60 Columbus Circle		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10023		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3656089	HUDSON YARDS SPORTS & ENTERTAINMENT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-206-9399		
Email:	bill@wrsamuelslaw.com		
Correspondent Name:	William R. Samuels		
Address Line 1:	8 West 40th Street, 12th Floor		
Address Line 4:	NEW YORK, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	AGM-00755-105		
NAME OF SUBMITTER:	William R. Samuels		
SIGNATURE:	/William R. Samuels/		
DATE SIGNED:	04/09/2014		
Total Attachments: 1			
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OP \$40.00 3656089

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, USHG, LLC, a New York Limited Liability Company located at 24 Union Square East, New York, New York 10003 ("Assignor"), has adopted, owns and is using the Mark "HUDSON YARDS SPORTS & ENTERTAINMENT" ("the Mark") in connection with various goods and/or services;

WHEREAS, Assignor owns the following United States Federal Registration for the Mark on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein:

Trademark	Registration No.	Registration Date
HUDSON YARDS SPORTS & ENTERTAINMENT	3656089	July 14, 2009

WHEREAS, HY IP Holding Company LLC, a Delaware Limited Liability Company located at 60 Columbus Circle New York, New York 10023 ("Assignee"), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

USHG, LLC

By: _____

Name: Jeff Flug

Title: President

Address: 24 Union Square East,
New York, New York 10003

Dated effective as of: April 4, 2014

SUBSCRIBED and SWORN to before me this 4th day of April, 2014.

x Ronald Palmese Jr

RONALD PALMESE, JR.
Notary Public, State of New York
No. 02PA6141302
Qualified in New York County

Notary Public My Commission Expires: Commission Expires Aug. 20, 2014