TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311864

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HotelsAB, LLC		08/30/2013	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Standard International Management, LLC
Street Address:	23 East 4th Street, 5th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10003
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4384329	STANDARD SPA

CORRESPONDENCE DATA

Fax Number: 3123214299

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 3123214200

Email: officeactions@brinksgilson.com, cdolan@brinksgilson.com, jtheis@brinksgilson.com

Correspondent Name: Christopher M. Dolan

Address Line 1: P.O. BOX 10395

Address Line 4: Chicago, ILLINOIS 60610

ATTORNEY DOCKET NUMBER:	15041-7
NAME OF SUBMITTER:	Jennifer J. Theis
SIGNATURE:	/Jennifer J. Theis/
DATE SIGNED:	07/25/2014

Total Attachments: 5

source=HotelsAB Assignment (2013-08-30)#page1.tif
source=HotelsAB Assignment (2013-08-30)#page2.tif
source=HotelsAB Assignment (2013-08-30)#page3.tif
source=HotelsAB Assignment (2013-08-30)#page4.tif

CH $40.00 4384329

source=HotelsAB Assignment (2013-08-30)#page5.tif

ASSIGNMENT OF U.S. MARKS

WHEREAS, HotelsAB, LLC, a Delaware limited liability company, with its principal place of business at 23 East 4th Street, Fifth Floor, New York, New York, 10003 (hereinafter "Assignor"), has *bona fide* intent to use the marks CAFÉ STANDARD and STANDARD EVERYWHERE in U.S. commerce and filed intent to use applications for federal registrations of these marks pursuant to Section 1(b), (U.S. Application Serial Nos. 85/817,360 and 85/703,098, respectively), but has not yet filed a Statement of Use for either application, and

WHEREAS, Assignor is assigning several marks, including the marks CAFÉ STANDARD and STANDARD EVERYWHERE, as well as the additional marks listed in **Exhibit A** hereto (collectively, the "Marks"), together with all registration and/or applications to register such Marks (collectively, the "Registrations"), as part of the portion of Assignor's business to which the Marks pertain; and

WHEREAS, Standard International Management, LLC, a Delaware limited liability company, with its principal place of business at 23 East 4th Street, Fifth Floor, New York, New York 10003 ("Assignee"), has determined to purchase the Marks, the Registrations, the portion of Assignor's business to which the Marks pertain, and the goodwill associated with the Marks and Registrations.

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 Marks and Registrations, together with the goodwill of the business symbolized thereby, and the right to bring action for any past infringement.

(Signature Page Follows)

EXHIBIT A

LIST OF MARKS

Mark Name	Classes	Status	App/Reg No.	App/Reg Date
LE BAIN	41	Registered	3,939,226	3/29/2011
Pendragon Design	43	Registered	3,760,676	3/16/2010
STANDARD	25; 42	Registered	2,293,007	11/16/1999
STANDARD SOUNDS	9	Registered	2,747,808	8/5/2003
STANDARD SOUNDS (and design)	9	Registered	4,221,223	10/9/2012
STANDARD SPA	16	Registered	4,384,329	8/13/2013
STND	25; 39	Registered	2,661,294	12/17/2002
STNDAIR	39	Abandoned	85/296,051	4/15/2011
THE STANDARD	25; 42	Registered	2,272,545	8/24/1999
THE STANDARD (and design)	16; 18; 25; 37; 38; 39; 41; 43; 44	Registered	3,830,438	8/10/2010
THE STANDARD BEER GARDEN	43	Registered	4,199,523	8/28/2012
THE STANDARD BIERGARTEN	43	Registered	4,076,627	12/27/2011
THE STANDARD BIERGARTEN (and design)	43	Registered	4,080,224	1/3/2012
THE STANDARD CULTURE	35; 43	Registered	4,319,651	4/16/2013
THE STANDARD (Upside Down Mark in Red)	35	Registered	4,285,181	2/5/2013
THE STANDARD GRILL	43	Registered	3,736,628	1/12/2010
STANDARD EVERYWHERE	35; 36; 39; 42; 43; 45	Filed	85/703,098	8/14/2012
CAFÉ STANDARD	43	Filed	85/817,360	1/7/2013
TOP OF THE STANDARD		No filing		
THE STANDARD PLAZA		No filing		

LV 419986295v4

THE SHOP AT THE STANDARD		No filing		
THE LIVING ROOM		No filing		
THE STANDARD ICE RINK		No filing		
24/7 RESTAURANT		No filing		
CACTUS LOUNGE		No filing		
THE POOL DECK		No filing		
Mmhmmm		No filing		
THE ROOFTOP		No filing		
LIDO RESTAURANT & BAYSIDE GRILL		No filing		
LOBBY CAFÉ & TERRACE		No filing		
STANDARD PRESS		No filing		
StndAir		No filing		

Effective Date: August 30, 2013

HOTELSAB, LLC, a Delaware limited liability company

By: _____
Name: Andre Balazs
Title: Authorized Signatory

LV 419986295v4

NOTARY ACKNOWLEDGMENT

STATE OF New York)
)ss.
COUNTY OF New York)

On Sept 19, 2013 before me, Miranda Mancuso personally appeared André Balazs who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Miranda Mancuso
Signature of Notary

[Notary Seal]

MIRANDA MANCUSO
Notary Public - State of New York
NO. 01MA6215002
Qualified in New York County
My Commission Expires 12/21/2013

LV 419986295v4