

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM392605

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of the assignor/conveying party, which should be USHG, LLC, not Union Square Hospitality Group, LLC, previously recorded on Reel 004278 Frame 0340. Assignor(s) hereby confirms the conveyance text is located in the third paragraph of the Assignment of Trademark recorded at Reel/Frame No. 004278/0342.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USHG, LLC	FORMERLY Union Square Hospitality Group, LLC	04/05/2010	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	SSE IP, LLC		
Street Address:	24 Union Square East		
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:	3853578	SHAKE SHACK	
CORRESPONDENCE DATA			
Fax Number:	2127540330		
<i>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.</i>			
Phone:	(212)907-7300		
Email:	rsilverman@golenbock.com		
Correspondent Name:	Robin E. Silverman, Esq.		
Address Line 1:	711 Third Avenue		
Address Line 2:	Golenbock Eiseman Assor Bell & Peskoe		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Robin E. Silverman		
SIGNATURE:	/Robin E. Silverman/		
DATE SIGNED:	07/26/2016		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL								
CONVEYING PARTY DATA									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Union Square Hospitality Group LLC</td> <td></td> <td>04/05/2010</td> <td>LIMITED LIABILITY COMPANY: NEW YORK</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Union Square Hospitality Group LLC		04/05/2010	LIMITED LIABILITY COMPANY: NEW YORK	
Name	Formerly	Execution Date	Entity Type						
Union Square Hospitality Group LLC		04/05/2010	LIMITED LIABILITY COMPANY: NEW YORK						
RECEIVING PARTY DATA									
Name:	SSE IP, LLC								
Street Address:	24 Union Square East								
Internal Address:	c/o Union Square Hospitality Group LLC								
City:	New York								
State/Country:	NEW YORK								
Postal Code:	10003								
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Serial Number:</td> <td>77958087</td> <td>SHAKE SHACK</td> </tr> </table>	Property Type	Number	Word Mark	Serial Number:	77958087	SHAKE SHACK			
Property Type	Number	Word Mark							
Serial Number:	77958087	SHAKE SHACK							
CORRESPONDENCE DATA									
Fax Number:	(215)655-2286								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Email:	trademarks@dechert.com, jacob.bishop@dechert.com								
Correspondent Name:	Glenn A. Gundersen								
Address Line 1:	Dechert LLP								
Address Line 2:	Cira Centre, 2929 Arch Street								
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2808								
ATTORNEY DOCKET NUMBER:	107751								
NAME OF SUBMITTER:	Glenn A. Gundersen								
Signature:	/Glenn A. Gundersen/								

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REEL: 004278 FRAME: 0340
TRADEMARK
REEL: 005841 FRAME: 0745

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Date:

09/15/2010

Total Attachments: 2

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REEL: 005841 FRAME: 0746

ASSIGNMENT OF TRADEMARKS

WHEREAS Union Square Hospitality Group LLC ("Assignor"), a New York limited liability company with an address at 24 Union Square East, New York, New York 10003, holds of record the federal registrations of and pending registrations for the Trademarks shown in Schedule A hereto (the "Trademarks"); and

WHEREAS, pursuant to an Assignment and Contribution Agreement dated November 16, 2009, SSE IP, LLC ("Assignee"), a Delaware limited liability company with an address at C/O Union Square Hospitality Group LLC, 24 Union Square East, New York, New York 10003, is acquiring certain assets of Assignor, including the Trademarks, the registrations thereof, and the goodwill of the business symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns, conveys and transfers to Assignee all right, title and interest in and to the Trademarks, together with the federal registrations thereof, any other registrations or applications for registration thereof, and the goodwill of the business symbolized by the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made.

Dated: 4/5/10, 2010

UNION SQUARE HOSPITALITY GROUP LLC

By: _____


Name: _____

Title: _____

TRADEMARK

REEL: 004848 FRAME: 07342

Schedule A

Mark	Application No.	Application Date
SHAKE  SHACK	77/958,087	March 12, 2010