

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409589

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| 2301 SE 17th St. L.L.C. | | 12/16/2016 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Pier 66 Ventures, LLC | | |
| Street Address: | 9350 Conroy Windermere Road | | |
| City: | Windermere | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 34786 | | |
| Entity Type: | Limited Liability Company: FLORIDA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3116007 | PIER SIXTY SIX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4074815801 | | |
| <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: | 407-481-5813 | | |
| Email: | lmilvain@lseblaw.com | | |
| Correspondent Name: | Lori T. Milvain | | |
| Address Line 1: | 111 N. Magnolia Ave., Suite 1400 | | |
| Address Line 4: | Orlando, FLORIDA 32801 | | |
| NAME OF SUBMITTER: | Lori T. Milvain | | |
| SIGNATURE: | /ltm/ | | |
| DATE SIGNED: | 12/20/2016 | | |
| Total Attachments: 2 | | | |
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| source=Pier 66 - Trademark Assignment#page2.tif | | | |

CH \$40.00 3116007

TRADEMARK ASSIGNMENT

WHEREAS, 2301 SE 17th St. L.L.C., a Delaware limited liability company, having its principal place of business at 345 Park Avenue, New York, New York 10154 ("Assignor"), adopted, used, is using and is the owner of the trademarks federally registered with the United States Patent and Trademark Office and attached hereto as Exhibit "A" along with any and all common law trademark rights therein (the "Trademarks");

WHEREAS, Pier 66 Ventures, LLC, a Florida limited liability company, of 9350 Conroy Windermere Road, Windermere, Florida 34786 ("Assignee") is desirous of acquiring said Trademarks;

NOW THEREFORE, in consideration of the sum of Fifty Dollars (\$50.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said Trademarks together with the goodwill of the business symbolized by said Trademarks and the registrations thereof, together with the right to sue and collect damages and/or profits for past infringements of the Trademarks, the intent hereof being to substitute Assignee in the place of Assignor.

Assignor further authorizes the Commissioner of the Patents and Trademarks of the United States whose duty it is to record Trademark registrations, applications, and title thereto, to record the Trademarks and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this Assignment.

Signed at Boca Raton, FLORIDA this 16 day of DECEMBER, 2016.

2301 SE 17th ST. L.L.C.

By: [Signature]

Printed Name: ROBERT RUBENSTEIN

Title: SVP

STATE OF FLORIDA
COUNTY OF PALM BEACH

The foregoing instrument was acknowledged before me this 16 day of December, 2016, by ROBERT RUBENSTEIN as OFFICER for 2301 SE 17th ST. L.L.C., who is [] personally known to me or [] who has produced _____ as identification and who did take an oath.

[Signature]
Notary Public

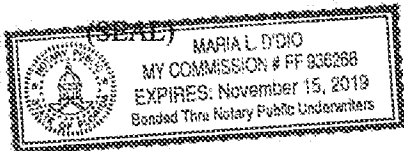


EXHIBIT "A"

| <u>TRADEMARKS</u> | <u>REGISTRATION NOS.</u> | <u>GOODS AND SERVICES</u> |
|-------------------|--------------------------|--|
| PIER SIXTY SIX | 3,116,007 | Hotel services, resort hotel services, restaurant services, cocktail lounge and nightclub services (043) |
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