

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429273

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HI Hospitality, Inc.		05/05/2017	Corporation: MICHIGAN
RECEIVING PARTY DATA			
Name:	Urban Steak, LLC		
Street Address:	5750 Euclid Dr		
City:	West Bloomfield		
State/Country:	MICHIGAN		
Postal Code:	48323		
Entity Type:	Limited Liability Company: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87191398	HOPUNION GASTROPUB	
CORRESPONDENCE DATA			
Fax Number:	2486452690		
<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:	2485219500		
Email:	aayar@strobpc.com		
Correspondent Name:	Andrew Ayar		
Address Line 1:	300 E. Long Lake Rd. Suite 200, Suite 20		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
NAME OF SUBMITTER:	Andrew Ayar		
SIGNATURE:	/Andrew Ayar/		
DATE SIGNED:	05/30/2017		
Total Attachments: 1			
source=Assignment of Service Mark - HI Hospitality, Inc. to Urban Steak, LLC (SB609761xB7BE6)#page1.tif			

OP \$40.00 87191398

ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY (the "Assignment"), entered into as this 5th day of May, 2017, by and among HI HOSPITALITY, INC., a Michigan corporation whose address is 29200 Northwestern Hwy., Suite 450, Southfield, Michigan 48034 ("Assignor"), and URBAN STEAK, LLC, a Michigan limited liability company whose address is 5750 Euclid Dr., West Bloomfield Township, Michigan 48323 ("Assignee"; Assignor and Assignee are sometimes collectively referred to herein as the "Parties", or individually as a "Party").

RECITALS:

WHEREAS, Assignor is the owner of the following servicemark registered in the United States Patent and Trademark Office:

<u>Servicemark</u>	<u>Serial Number</u>
Urban Steak	87373581

WHEREAS, Assignee is desirous of acquiring the right, title, and interest in and to the before mentioned servicemark.

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants contained herein in exchange for one (\$1.00) dollar and other valuable consideration, the receipt and adequacy of which are expressly acknowledged, the Parties agree as follows:

1. **Assignment.** Assignor hereby transfers and assigns to Assignee, its successors and assigns: (a) its entire right, title, and interest in and to the servicemark together with the goodwill of the business symbolized by the servicemark and U.S. Trademark Serial No. 87373581; and (b) all claims, demands, and rights of action that Assignor has or might have by reason of any infringements of the servicemark in U.S. Trademark Serial No. 87373581, prior to the date of this Assignment, together with the right to prosecute such claims, demands, and rights of action in Assignee's own name.

2. **Miscellaneous.**

(a) **Headings.** The section headings used herein are inserted for convenience only and shall not affect in any way the meaning or interpretation of this Assignment.

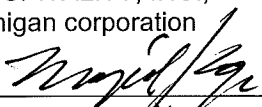
(b) **Governing Law.** This Assignment shall be governed by and construed in accordance with the laws of the State of Michigan.

(c) **Counterparts.** This Assignment or any amendment may be executed in counterparts. The signatures of the Parties who sign different counterparts of this Assignment or of any amendment thereto shall have the same effect as if those Parties had signed the same counterpart of this Assignment or of such amendment. Facsimile and electronic-mail/pdf signatures of the Parties executing this Assignment shall bear the same weight and authority as if an original signature.

The Parties have executed this Assignment as of the day and year first above written.

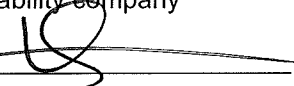
ASSIGNOR:

HI HOSPITALITY, INC.,
a Michigan corporation

By: 
Name: Majid Khan
Its: President

ASSIGNEE:

URBAN STEAK, LLC,
a Michigan limited liability company

By: 
Name: Kenny Koza
Its: Manager