

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM444128

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lettuce Entertain You Enterprises, Inc.		09/21/2017	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	BASIC HOLDCO LLC		
Street Address:	5419 North Sheridan Rd		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60640		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87190126	BASIC	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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:	312.269.8000		
Email:	temanelson@nge.com		
Correspondent Name:	Antony J. McShane		
Address Line 1:	2 North LaSalle Street, Suite 1700		
Address Line 2:	Neal, Gerber & Eisenberg, LLP		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	16760-0701BASIC		
NAME OF SUBMITTER:	Antony J. McShane		
SIGNATURE:	/Antony McShane/		
DATE SIGNED:	09/22/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT dated as of September 18, 2017 (the “**Effective Date**”), is entered into by and between Lettuce Entertain You Enterprises, Inc., an Illinois corporation with an address of 5419 North Sheridan Rd., Chicago, Illinois 60640 (“**Assignor**”), and Basic Holdco LLC, an Illinois limited liability company, with an address of 5419 North Sheridan Rd., Chicago, Illinois 60640 (“**Assignee**”).

WHEREAS, Assignor is the owner of all right, title and interest in and to U.S. Trademark Application Serial No. 87190126 for the mark BASIC (the “**Trademark**”);

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks, including the portion of Assignor’s business to which the Trademark pertains.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee any and all right, title and interest Assignor may have in, to and under the Trademark, together with that portion of Assignor’s business to which the Trademark pertains, including without limitation: (i) all common law rights therein; (ii) all goodwill associated therewith and symbolized thereby; (iii) the right to further assign and to license any and all right, title and interest in and to the Trademark; and (iv) the right to sue and collect damages for past, present and future infringements of the Trademark by any third party.

Assignor hereby authorizes Assignee to record Assignee as the owner of the Trademark registration and to renew the registration in the name of Assignee for the use and enjoyment of the Assignee, its affiliates, successors and assigns.

Assignor:

Date: September 21, 2017

By: 

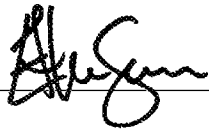
Name: Ethan Samson

Title: Associate General Counsel

Lettuce Entertain You Enterprises, Inc.

Assignee:

Date: September 21, 2017

By: 

Name: Ethan Samson

Title: Associate General Counsel

Basic Holdco LLC