

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM470720

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LQR Property LLC		04/17/2018	Limited Liability Company: DELAWARE
LQR Golf LLC		04/17/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BRE Iconic LQR Owner LLC		
<b>Street Address:</b>	251 Little Falls Drive		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19808		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4331733	FOR THE UNTRADITIONAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
	<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>		
<b>Email:</b>	trademarks@dechert.com, gayle.denman@dechert.com		
<b>Correspondent Name:</b>	Glenn A. Gundersen		
<b>Address Line 1:</b>	2929 Arch Street, Cira Centre		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19104-2808		
<b>NAME OF SUBMITTER:</b>	Gayle Denman		
<b>SIGNATURE:</b>	/Gayle Denman/		
<b>DATE SIGNED:</b>	04/20/2018		
<b>Total Attachments: 2</b>			
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## **TRADEMARK ASSIGNMENT**


WHEREAS LQR PROPERTY, LLC, a Delaware limited liability company whose address is 49-499 Eisenhower Drive, La Quinta, California 92253 and LQR GOLF LLC, a Delaware limited liability company whose address is One Bush Street, Suite 1100, San Francisco, California 94104 (together, "Assignor"), are the owners of the U.S. trademark registration No. 4,331,733 of the mark FOR THE UNTRADITIONAL (the "Registration"); and


WHEREAS BRE ICONIC LQR OWNER LLC, a Delaware limited liability company whose address is 251 Little Falls Drive, Wilmington, Delaware 19808 ("Assignee"), desires to acquire all of Assignor's rights in the mark FOR THE UNTRADITIONAL (the "Mark"), the Registration, and the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee all of Assignor's right, title, and interest in and to the Mark, the Registration, all other rights that Assignor may have in the Mark, and the goodwill of the business connected with the use of and symbolized by the Mark.

LQR GOLF LLC,  
a Delaware limited liability company


By: LQR La Quinta, Inc.,  
a Delaware corporation,  
its Sole and Managing Member


By:   
Name: RYAN SEIDMAN  
Title: AUTHORIZED SIGNATORY

By:   
Name: THOMAS SHIN  
Title: AUTHORIZED SIGNATORY

LQR PROPERTY LLC,  
a Delaware limited liability company

By: LQR La Quinta, Inc.,  
a Delaware corporation,  
its Sole and Managing Member

By:   
Name: RYAN SEIDMAN  
Title: AUTHORIZED SIGNATORY

By:   
Name: THOMAS SHIN  
Title: AUTHORIZED SIGNATORY

Date: April 17, 2018

[Signature Page to Trademark Assignment (For the Untraditional)]