

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM508268

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
USHG, LLC		01/08/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	USHG IP, LLC		
Street Address:	853 Broadway		
Internal Address:	17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1646379	UNION SQUARE CAFE	
Registration Number:	2138978	UNION SQUARE CAFE	
Registration Number:	3709051	UNION SQUARE HOSPITALITY GROUP	
Registration Number:	4835437	UNION SQUARE HOSPITALITY GROUP	
CORRESPONDENCE DATA			
Fax Number:	3122220818		
<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:	312.222.0800		
Email:	chiipdocket@michaelbest.com, cfilarski@michaelbest.com, lsaret@michaelbest.com		
Correspondent Name:	Christine A. Filarski		
Address Line 1:	444 W. Lake Street, Suite 3200		
Address Line 2:	Michael Best & Friedrich LLP		
Address Line 4:	Chicago, ILLINOIS 60607		
ATTORNEY DOCKET NUMBER:	205135-0001		
NAME OF SUBMITTER:	Christine A. Filarski		
SIGNATURE:	/Christine A. Filarski/		

CH \$115.00 1646379



DATE SIGNED:	02/01/2019
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Total Attachments: 1 source=TM Assignment USHG, LLC and USHG IP, LLC#page1.tif
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TRADEMARK ASSIGNMENT

This trademark assignment agreement is entered into by and between USHG, LLC, a New York limited liability company ("Assignor"), and USHG IP, LLC, a New York limited liability company ("Assignee"):

WHEREAS, Assignor owns the following trademark registrations (the "Marks").

Mark	Reg. No.
UNION SQUARE CAFE	1,646,379
UNION SQUARE CAFE & Design 	2,138,978
UNION SQUARE HOSPITALITY GROUP	3,709,051
UNION SQUARE HOSPITALITY GROUP & Design 	4,835,437

WHEREAS, Assignee wants to acquire all of Assignor's right, title, and interest in and to the Marks and Assignor is willing to assign the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Marks and all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks and its right to sue for past and future infringement of the Marks and to recover any and all damages and awards for such infringement, effective *nunc pro tunc* as of January 8, 2019.

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment.

USHG, LLC

By: 

Name: Avisheh Avini

Title: Chief Legal Officer

Date: January 29, 2019

TRADEMARK