

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM506132

<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>
USHG, LLC		01/14/2019	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	USHG IP, LLC		
<b>Street Address:</b>	853 Broadway		
<b>Internal Address:</b>	17th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10003		
<b>Entity Type:</b>	Limited Liability Company: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3349412	BLUE SMOKE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	312.222.0800		
<b>Email:</b>	chiipdocket@michaelbest.com, smprosek@michaelbest.com		
<b>Correspondent Name:</b>	Larry L. Saret		
<b>Address Line 1:</b>	444 W. Lake Street, Suite 3200		
<b>Address Line 2:</b>	Michael Best & Friedrich LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	205135-9020-001		
<b>NAME OF SUBMITTER:</b>	Larry L. Saret		
<b>SIGNATURE:</b>	/larry l. saret/		
<b>DATE SIGNED:</b>	01/16/2019		
<b>Total Attachments: 1</b>			
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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 U.S. Trademark Registration No. 3349412 for BLUE SMOKE for "roasted peanuts [ and potato chips ]" in Class 29, "sandwiches" in Class 30, and "ale" in Class 32 (the "Mark");

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

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiently of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Mark and all common law rights in the Mark, together with the goodwill of the business symbolized by the Mark and its right to sue for past infringement of the Mark and to recover any and all damages and awards for such infringement, effective as of January 14, 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 14, 2019