

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM520777

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		03/29/2019	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: 19			
Property Type	Number	Word Mark	
Registration Number:	5192365	ANNEX AT GREENRIVER	
Registration Number:	5477128	CAFFE MARCHIO	
Registration Number:	5251797	DAILY PROVISIONS	
Registration Number:	5251713	ENLIGHTENED HOSPITALITY INVESTMENTS	
Registration Number:	5042326	GR GREENRIVER	
Registration Number:	2271356	GRAMERCY TAVERN	
Registration Number:	3960472	HOSPITALITY QUOTIENT	
Registration Number:	5087282	HQ	
Registration Number:	3908913	MAIALINO	
Registration Number:	4946298		
Registration Number:	4939129	NORTH END GRILL	
Registration Number:	5414602	PIZZERIA MARTINA	
Registration Number:	4890128	PORCHLIGHT	
Registration Number:	5478396		
Registration Number:	4835438		
Registration Number:	5041181		
Registration Number:	2404904	TABLA	
Registration Number:	5687376	TACOCINA	
TRADEMARK			

OP \$490.00 5192365

Property Type	Number	Word Mark
Registration Number:	5624412	VINI E FRITTI
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, smprosek@michaelbest.com	
Correspondent Name:	Michelle E. Kouba	
Address Line 1:	444 W. Lake Street, Suite 3200	
Address Line 2:	Michael Best & Friedrich LLP	
Address Line 4:	Chicago, ILLINOIS 60606	
ATTORNEY DOCKET NUMBER:	205135-9170	
NAME OF SUBMITTER:	Michelle E. Kouba	
SIGNATURE:	/michelle e. kouba/	
DATE SIGNED:	04/25/2019	
Total Attachments: 4		
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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 trademark registrations for those marks listed in Exhibit A attached herein (the "Marks");

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 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 infringement of the Marks and to recover any and all damages and awards for such infringement, effective as of March 29, 2019

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

USHG, LLC

By: 

Name: Avishen Avini

Title: Chief Legal Officer

Date: 3/29/19

EXHIBIT A

1. U.S. Trademark Registration No. 5192365 for ANNEX AT GREENRIVER for “catering services; restaurant and bar services” in Class 43;
2. Canada Trademark Registration No. 641665 for BLUE SMOKE for “goods: barbecue sauce and spices” in CA Class 99;
3. China Trademark Registration No. 14739739 for BLUE SMOKE for “catering services; mobile catering; restaurants; bar services” in Class 43;
4. European Union IPO Trademark Registration No. 009063678 for BLUE SMOKE for “restaurant services; providing food and drink; bar services and catering services” in Class 43;
5. Japan Trademark Registration No. 5180642 for BLUE SMOKE for “barbeque sauce; spices” in Class 30, and “providing foods and beverages” in Class 43;
6. U.S Trademark Registration No. 5477128 for CAFFE MARCHIO for “restaurant and bar services” in Class 43;
7. U.S. Trademark Registration No. 5251797 for DAILY PROVISIONS for “bar services; restaurant and café services” in Class 43;
8. U.S. Trademark Registration No. 5251713 for ENLIGHTENED HOSPITALITY INVESTMENTS for “ Providing venture capital, development capital, private equity and investment funding and financing with a focus on investments in acquisitions of emerging growth in the fields of hospitality, entertainment, restaurants and food and beverage, and related technology, in both business-to-business and business-to-consumer transactions; private investment and acquisition related activities, namely, investment of funds of others and investment management related to emerging growth companies in the fields of hospitality, entertainment, restaurants and food and beverage, and related technology, in both business-to-business and business-to-consumer transactions; investment advisory and consultancy services with respect to emerging growth companies in the fields of hospitality, entertainment, restaurants and food and beverage, and related technology in both business-to-business and business-to-consumer transactions” in Class 36;
9. U.S Trademark Registration No. 5042326 for GR GREENRIVER & DESIGN for “catering services; restaurant and bar services” in Class 43;
10. U.S. Trademark Registration No. 2271356 for GRAMERCY TAVERN FOR “restaurant services” in Class 42;

11. U.S. Trademark Registration No. 3960472 for HOSPITALITY QUOTIENT for “business consulting services, namely consulting services relating to client and customer service and work environment” in Class 35; and for “educational services relating to client and customer service and work environment, namely, business training; developing and conducting training courses and distribution of training materials in connection therewith, namely, preparing and providing educational and training materials relating to client and customer service and work environment” in Class 41;
12. U.S. Trademark Registration No. 5087282 for HQ & DESIGN for “business consulting services, namely, consulting services relating to client and customer service and work environment” in Class 35; and for “educational services relating to client and customer service and work environment, namely, business training; developing and conducting training courses and distribution of training materials in connection therewith, namely, preparing and providing educational and training materials relating to client and customer service and work environment” for Class 41;
13. U.S. Trademark Registration No. 3908913 for MAIALINO for “restaurant services” in Class 43;
14. U.S. Trademark Registration No. 4946298 for MODERN LOGO DESIGN for “restaurant and café services” in Class 43;
15. U.S. Trademark Registration No. 4939129 for NORTH END GRILL for “restaurant and bar services” in Class 43;
16. U.S. Trademark Registration No. 5414602 for PIZZERIA MARTINA (Stylized) for “restaurant and bar services” in Class 43;
17. U.S. Trademark Registration No. 4890128 for PORCHLIGHT & DESIGN for “restaurant and bar services” in Class 43;
18. U.S. Trademark Registration No. 5478396 for SQUARE LOGO for “providing venture capital, development capital, private equity and investment funding and financing with a focus on restaurant management services for others” in Class 36;
19. U.S. Trademark Registration No. 4835438 for SQUARE LOGO for “arranging and conducting special events for business, commercial, promotional, or advertising purposes” for class 35; and for “educational services, namely, providing seminars, classes and workshops relating to hospitality, restaurant management, wine, leadership, client and customer service and work environment; educational and entertainment services, namely, providing motivation and educational speaking services in the fields of hospitality, leadership and business; arranging and conducting special events for social entertainment, educational, or charitable purposes; in Class 41 and for “restaurant services; catering services; consulting services in the field of hospitality” in Class 43
20. U.S. Trademark Registration No. 5041181 for SQUARE WITH CHECKMARK DESIGN for “restaurant and bar services” in Class 43;

21. U.S. Trademark Registration No. 2404904 for TABLA for “restaurant services featuring Indian influenced cuisine” in Class 42;
22. U.S. Trademark Registration No. 5687376 for TACOCINA for “restaurant and bar services” in Class 43;
23. U.S. Trademark Registration No. 5624412 for VINI E FRITTI for “restaurant and bar services” in Class 43.