

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM544696

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SBEEG Holdings Licensing, LLC		10/10/2019	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	SBE Licensing, LLC		
Street Address:	131 Spring Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	88373450	KRISPY RICE	
Serial Number:	87923894	KRISPY RICE BY KATSUYA	
Serial Number:	88373461	KRISPY RICE BY SBE	
CORRESPONDENCE DATA			
Fax Number:			
	<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>		
Email:	tlee@pryorcashman.com,tmdocketing@pryorcashman.com,mwalters-bowens@p		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Teresa Lee		
SIGNATURE:	/tlee/		
DATE SIGNED:	10/10/2019		
Total Attachments: 4			
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ASSIGNMENT

This Assignment Agreement (hereinafter the "Assignment") is entered into on the Effective Date (which is defined as the date of the last signing party's signature to this Assignment) by and between SBEEG HOLDINGS LICENSING, LLC, a limited liability company organized under the laws of the State of Nevada, with a place of business at 131 Spring Street, 4th Floor, New York, NY 10012 (hereinafter "ASSIGNOR") on the one hand, and SBE LICENSING, LLC, a limited liability company organized under the laws of the State of Delaware, with a place of business at 4th Floor, 131 Spring Street, New York, NY 10012 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR is the owner of the marks (collectively, the "Marks") along with the underlying US Applications, Mexican registration and UAE registration (collectively, the "References") set forth in Exhibit A attached hereto (the Marks and References are hereinafter collectively referred to as the "Property");

WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property.

NOW, THEREFORE, for Ten U.S. Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereto, intending to be legally bound, agree to the following terms and conditions:

ASSIGNOR hereby assigns, transfers, grants and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the ASSIGNOR's business connected with the use thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under state and federal law of the United States, and under the laws of any and all foreign jurisdictions with respect to the Property, including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition, and any and all rights of action at law and suits in equity to recover for past infringements of the Property currently known to ASSIGNOR

as of the date hereof or that may become known after the date of this Assignment (the "Transferred Rights"), and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Property throughout the world, or other legal protections pertaining to the Transferred Rights;

AND, ASSIGNOR hereby covenants that ASSIGNOR has the full right to convey the interest assigned by this Assignment and has not conveyed any interest in or right to the Property to any third party;

AND, ASSIGNOR hereby further covenants and agrees that ASSIGNOR will, without further consideration, communicate with ASSIGNEE, its successors and assigns, any facts known to Assignor respecting the Property, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Property in said ASSIGNEE, its successors and assigns, and generally do everything possible to aid ASSIGNEE, its successors and assigns, to obtain and enforce proper trademark protection for the Property in the United States and any foreign country, it being understood that any expense incident to the execution of such papers shall be borne by ASSIGNEE, its successors and assigns.

[Signature page follows, remainder of page intentionally left blank]

EXHIBIT A

References

Nos.	Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class	Description of Services
	United States of America	KRISPY RICE	04/05/2019	88/373,450			43	Restaurant and bar services
	United States of America	KRISPY RICE BY KATSUYA	05/16/2018	87/923,894			43	Restaurant and bar services
	United States of America	KRISPY RICE BY SBE	04/05/2019	88/373,461			43	Restaurant and bar services

