

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM581917

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900548617		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SBEEG HOLDINGS LICENSING, LLC		01/10/2020	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	SBE Hotel Licensing, LLC		
Street Address:	131 Spring Street		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	4870580		
Registration Number:	3453638	SBE	
Registration Number:	3367844	SBE	
Registration Number:	4660668	SBE FOUNDATION	
Registration Number:	3247027	SBE HOTEL GROUP	
Registration Number:	4717146	THE CODE	
Registration Number:	5223409	THE CODE	
Registration Number:	4656608	THE CODE BY SBE	
Registration Number:	4857915	THE COLLECTION	
Registration Number:	3517856	THE SBE COLLECTION	
Registration Number:	3496917	THE SBE COLLECTION	
Registration Number:	5633465	THE SUITE LIFE	
Registration Number:	5650085	THE SUITE LIFE BY SBE	
Registration Number:	5650036	THE SUITE LIFE BY SBE	
Registration Number:	3835507	VALET TO VALET	
CORRESPONDENCE DATA			
TRADEMARK			

Fax Number: 2127986915

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.

Phone: 2123260831

Email: tlee@pryorcashman.com,tmdocketing@pryorcashman.com,pzylberg@pryorcashman.com

Correspondent Name: Teresa Lee

Address Line 1: 7 Times Square

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	22207.00006
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NAME OF SUBMITTER:	Attorney of Record New York bar member
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SIGNATURE:	/tlee/
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DATE SIGNED:	06/18/2020
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Total Attachments: 8

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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 4th Floor, 131 Spring Street, New York, NY 10012 (hereinafter "ASSIGNOR") on the one hand, and SBE Hotel Licensing, LLC, a limited liability company organized under the laws of the State of Nevada, 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") 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]

IN WITNESS WHEREOF, the Parties have executed this Assignment as of the date first set forth above.

ASSIGNOR

SBEEG HOLDINGS LICENSING, LLC

By [Signature]

Name (Print): Philippe Zrihen

Title: Authorized Signatory

Date: 2/10/2020

STATE OF New York)
COUNTY OF New York)

SS:

Sworn to and subscribed before me by the aforesaid Philippe Zrihen, on this 10th day of January, 2020.

ALEXIS HERNANDEZ
NOTARY PUBLIC-STATE OF NEW YORK
No. 01HE6366802
Qualified in Queens County
My Commission Expires 11-06-2021

[Signature]
Notary Public

ASSIGNEE

SBE HOTEL LICENSING, LLC

By [Signature]

Name (Print): Philippe Zrihen

Title: Authorized Signatory

Date: 2/10/2020

STATE OF New York)
COUNTY OF New York)

SS:


Sworn to and subscribed before me by the aforesaid Philippe Zrihen, on this 10th day of January, 2020.




ALEXIS HERNANDEZ
NOTARY PUBLIC-STATE OF NEW YORK
No. 01HE6366802
Qualified in Queens County
My Commission Expires 11-06-2021

[Signature]
Notary Public


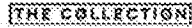


EXHIBIT A



References

<u>Nos.</u>	<u>Country</u>	<u>Mark</u>	<u>App. Date</u>	<u>App. No.</u>	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Class</u>
1	United States of America	SAAM WITHOUT TONGUE FIGURE & DESIGN 	5/11/2015	86/624760	12/15/2015	4870580	41, 43
2	Australia	SBE	9/19/2019	2038404			35, 36, 37, 41, 43
3	China (People's Republic)	SBE	7/5/2013	12867341	11/28/2014	12867341	43
4	European Union (Community)	SBE	1/27/2014	12536272	6/25/2014	12536272	35, 36, 41, 43
5	Hong Kong	SBE	12/15/2014	303237011	12/15/2014	303237011	41, 43
6	Hong Kong	SBE	2/10/2012	302158254	2/10/2012	302158254	41, 43
7	Japan	SBE	1/31/2014	2014007049	8/22/2014	05696250	41, 43
8	Macau	SBE	12/19/2014	N/94030	6/10/2015	N/094030	41
9	Macau	SBE	12/19/2014	N/94031	6/10/2015	N/094031	43
10	Macau	SBE	2/13/2012	N/63122	11/12/2012	N/63122	43
11	Macau	SBE	2/13/2012	N/63121	11/12/2012	N/63121	41
12	Mexico	SBE	2/15/2012	1249507	9/24/2012	1313217	43
13	Mexico	SBE	12/15/2014	1559495	1/19/2016	1604626	43
14	Mexico	SBE	1/28/2016	1707864			41
15	New Zealand	SBE	9/19/2019	1130507			35, 36, 37, 41, 43
16	United States of America	SBE	12/13/2007	77351243	6/24/2008	3453638	41, 43
17	United States of America	SBE (Stylized)	1/8/2007	77/078300	1/15/2008	3367844	41, 43

Nos.	Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class
							
18	China (People's Republic)	SBE ENTERTAINMENT GROUP	2/15/2008	6554348	1/21/2011	6554348	41
19	China (People's Republic)	SBE ENTERTAINMENT GROUP	2/15/2008	6554347	4/21/2010	6554347	43
20	European Union (Community)	SBE ENTERTAINMENT GROUP	2/13/2008	6664783	1/22/2009	6664783	41, 43
21	Hong Kong	SBE ENTERTAINMENT GROUP	2/18/2008	301053693	8/22/2008	301053693	41, 43
22	United Arab Emirates	SBE ENTERTAINMENT GROUP	4/24/2008	111410	5/24/2011	111410	43
23	United States of America	SBE FOUNDATION (Stylized) 	9/18/2013	86/068609	12/23/2014	4660668	36
24	United States of America	SBE HOTEL GROUP (Stylized) 	5/26/2006	78/894099	5/29/2007	3247027	43
25	European Union (Community)	SBE LIVE	1/19/2012	10574705	5/30/2012	10574705	41, 43
26	United States of America	SBE REIMAGINING LIFE-STYLED	4/5/2019	88/373438			36
27	United States of America	SBE REIMAGINING LIFE-STYLED	4/5/2019	88/373445			41
28	United States of America	SBE REIMAGINING LIFE-STYLED	4/5/2019	88/373479			043
29	United States of America	SBE REIMAGINING LIFE-STYLED	4/5/2019	88/373753			35

Nos.	Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class
30	European Union (Community)	SBE ROYALS	9/28/2018	017962804	2/9/2019	017962804	45
31	Mexico	SBE ROYALS	12/9/2016	1831222	10/24/2017	1814461	43
32	Mexico	SBE ROYALS	5/19/2017	1893279	9/11/2017	1796262	41
33	United Kingdom	SBE ROYALS	12/12/2016	3201621	12/12/2016	3201621	41, 43
34	United States of America	SBE ROYALS	3/28/2018	87/854047			45
35	Argentina	THE CODE	11/28/2013	3294490	12/2/2014	2697645	41
36	Argentina	THE CODE	11/28/2013	3294491	12/2/2014	2697646	43
37	Argentina	THE CODE	11/28/2013	3294489	1/19/2017	2865172	35
38	Brazil	THE CODE	11/28/2013	840722010	8/23/2016	840722010	35
39	Canada	THE CODE	11/27/2013	1653851	6/17/2019	1026623	35, 41, 43, Srv
40	China (People's Republic)	THE CODE	11/28/2013	13624993	3/28/2016	13624993	41
41	China (People's Republic)	THE CODE	3/14/2014	14173141	4/28/2015	14173141	41
42	European Union (Community)	THE CODE	11/28/2013	12350716	4/24/2014	12350716	35, 41, 43
43	Hong Kong	THE CODE	11/28/2013	302818143	11/28/2013	302818143	35, 41, 43
44	Kuwait	THE CODE	12/10/2013	146033	2/9/2015	120480	35
45	Kuwait	THE CODE	12/10/2013	146034	2/9/2015	120481	41
46	Kuwait	THE CODE	12/10/2013	146035	2/9/2015	120482	43
47	Macau	THE CODE	11/28/2013	N/81078	7/9/2014	N/81078	35
48	Macau	THE CODE	11/28/2013	N/81079	7/9/2014	N/81079	41
49	Macau	THE CODE	11/28/2013	N/81080	7/9/2014	N/81080	43
50	Mexico	THE CODE	11/28/2013	1436191	9/28/2015	1575538	35
51	Mexico	THE CODE	6/24/2014	1436192	10/10/2014	1487275	41
52	Mexico	THE CODE	11/28/2013	1436189	12/9/2014	1501379	43
53	Saudi Arabia	THE CODE	1/6/2014	1435003746	5/1/2014	1435003746	35
54	Saudi Arabia	THE CODE	1/6/2014	1435003747	5/1/2014	1435003747	41
55	Saudi Arabia	THE CODE	1/6/2014	1435003748	5/1/2014	1435003748	43
56	Taiwan	THE CODE	11/28/2013	102066796	9/1/2014	1664483	35, 41, 43

Nos.	Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class
57	United Arab Emirates	THE CODE	11/28/2013	201744	7/10/2017	201744	41
58	United Arab Emirates	THE CODE	11/28/2013	201745	7/10/2017	201745	43
59	United Arab Emirates	THE CODE	11/28/2013	201743	7/10/2017	201743	35
60	United States of America	THE CODE	5/28/2013	85/982679	4/7/2015	4717146	35, 41, 43
61	United States of America	THE CODE	5/28/2013	85/943340	6/13/2017	5223409	41
62	United States of America	THE CODE BY SBE	3/13/2012	85/568210	12/16/2014	4656608	45
63	United Arab Emirates	THE CODE Logo 	9/25/2018	298974			43
64	United States of America	THE COLLECTION (Stylized) 	11/11/2014	86/450772	11/24/2015	4857915	41
65	United States of America	THE SBE COLLECTION	11/8/2007	77/324615	10/14/2008	3517856	41
66	United States of America	THE SBE COLLECTION	11/8/2007	77/324677	9/2/2008	3496917	43
67	United States of America	THE SUITE LIFE	12/13/2016	87/267422	12/18/2018	5633465	43
68	European Union (Community)	THE SUITE LIFE BY SBE	7/18/2017	016993561	11/17/2017	016993561	43
69	Turkey	THE SUITE LIFE BY SBE	6/19/2017	2017/56643	12/11/2017	2017/56643	43
70	United Kingdom	THE SUITE LIFE BY SBE	7/20/2017	UK00003245110	12/15/2017	3245110	43
71	United States of America	THE SUITE LIFE BY SBE	5/2/2017	87/433786	1/8/2019	5650085	43
72	European Union (Community)	THE SUITE LIFE BY SBE & Device 	7/18/2017	016993594	11/17/2017	016993594	43
73	United Kingdom	THE SUITE LIFE BY SBE & Device 	7/20/2017	UK00003245117	12/15/2017	3245117	43

Nos.	Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class
74	Turkey	THE SUITE LIFE BY SBE And Design 	6/19/2017	2017/56654	2/12/2018	2017/56654	43
75	United States of America	THE SUITE LIFE BY SBE And Design 	4/21/2017	87/419856	1/8/2019	5650036	43
76	United States of America	VALET TO VALET	7/3/2007	77221356	8/17/2010	3835507	43