

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM592263

<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>
SBEEG HOLDINGS LICENSING, LLC		02/10/2020	Limited Liability Company: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SBE Hotel Licensing, LLC		
<b>Street Address:</b>	131 Spring Street		
<b>Internal Address:</b>	4th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10012		
<b>Entity Type:</b>	Limited Liability Company: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88373438	SBE REIMAGINING LIFE-STYLED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127986915		
<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>	2123260831		
<b>Email:</b>	tlee@pryorcashman.com,pzylberg@pryorcashman.com,tmdocketing@pryorcashman.com		
<b>Correspondent Name:</b>	Teresa Lee		
<b>Address Line 1:</b>	7 Times Square		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>NAME OF SUBMITTER:</b>	Teresa Lee		
<b>SIGNATURE:</b>	/tlee/		
<b>DATE SIGNED:</b>	08/17/2020		
<b>Total Attachments: 4</b>			
source=SBEEG to SBE Hotel SBE REIMAGINING LIFE-STYLED class 36 2020#page1.tif			
source=SBEEG to SBE Hotel SBE REIMAGINING LIFE-STYLED class 36 2020#page2.tif			
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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 10<sup>th</sup> 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 10<sup>th</sup> 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

Country	Mark	App. Date	App. No.	Reg. Date	Reg. No.	Class
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United States of America	SBE REIMAGINING LIFE-STYLED	4/5/2019	88/373438			36
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