

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM617468

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SBE Hotel Licensing, LLC		11/30/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	SBE Restaurant Group, LLC		
Street Address:	9247 Alden Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	3453638	SBE	
Registration Number:	3367844	SBE	
Registration Number:	4660668	SBE FOUNDATION	
Registration Number:	3247027	SBE HOTEL GROUP	
Registration Number:	6049183	SBE REIMAGINING LIFE-STYLED	
Serial Number:	88373445	SBE REIMAGINING LIFE-STYLED	
Serial Number:	88373479	SBE REIMAGINING LIFE-STYLED	
Serial Number:	88373753	SBE REIMAGINING LIFE-STYLED	
Registration Number:	6086165	SBE ROYALS	
Registration Number:	4656608	THE CODE BY SBE	
Registration Number:	3517856	THE SBE COLLECTION	
Registration Number:	3496917	THE SBE COLLECTION	
Registration Number:	5650085	THE SUITE LIFE BY SBE	
Registration Number:	5650036	THE SUITE LIFE BY SBE	
Registration Number:	4654361	BE LEGENDARY	
Registration Number:	5003610	COME DREAM WITH US	
Registration Number:	4717146	THE CODE	
Registration Number:	5223409	THE CODE	
Registration Number:	4857915	THE COLLECTION	

OP \$540.00 3453638

Property Type	Number	Word Mark
Registration Number:	3835507	VALET TO VALET
Registration Number:	4756846	WORLD

CORRESPONDENCE DATA

Fax Number:

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,pzylberg@pryorcashman.com,tmdocketing@pryorcashman.

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:	12/30/2020

Total Attachments: 2
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ASSIGNMENT

WHEREAS, SBE Hotel Licensing, LLC, a limited liability company organized and existing under the laws of Nevada, located at 131 Spring Street, 4th Floor, New York, NY 10012 ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, SBE Restaurant Group, LLC, a limited liability company organized and existing under the laws of the Nevada, located at 9247 Alden Drive, Beverly Hills, CA 90210 ("Assignee"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and related business of the Assignor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

SBE Hotel Licensing, LLC

By: 

Name: Philippe Zrihen

Title: Authorized Signatory

Date of Signature: 11/30/20

SCHEDULE

TRADEMARK	SER. NO.	REG. NO.
SBE	77351243	3453638
SBE (Stylized)	77078300	3367844
SBE FOUNDATION (Stylized)	86068609	4660668
SBE HOTEL GROUP (Stylized)	78894099	3247027
SBE REIMAGINING LIFE-STYLED	88373438	6049183
SBE REIMAGINING LIFE-STYLED	88373445	
SBE REIMAGINING LIFE-STYLED	88373479	
SBE REIMAGINING LIFE-STYLED	88373753	
SBE ROYALS	87854047	6086165
THE CODE BY SBE	85568210	4656608
THE SBE COLLECTION	77324615	3517856
THE SBE COLLECTION	77324677	3496917
THE SUITE LIFE BY SBE	87433786	5650085
THE SUITE LIFE BY SBE And Design	87419856	5650036
BE LEGENDARY	86203828	4654361
COME DREAM WITH US	85760744	5003610
THE CODE	85982679	4717146
THE CODE	85943340	5223409
THE COLLECTION (Stylized)	86450772	4857915
VALET TO VALET	77221356	3835507
WORLD	86144525	4756846

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