

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM711347

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stevens Holtze Corporation		02/28/2022	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	CTH Acquisition LLC		
Street Address:	11777 San Vicente Blvd., Suite 900		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90049		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5413588	PURE HOSPITALITY	
CORRESPONDENCE DATA			
Fax Number:	3032231111		
<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:	13032231100		
Email:	DNTrademarkDocket@bhfs.com		
Correspondent Name:	Sarah K. Dewar		
Address Line 1:	410 SEVENTEENTH STREET, SUITE 2200		
Address Line 4:	DENVER, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	064726.0001		
NAME OF SUBMITTER:	Sarah K. Dewar		
SIGNATURE:	/Sarah K. Dewar/		
DATE SIGNED:	03/01/2022		
Total Attachments: 4			
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OP \$40.00 5413588

ASSIGNMENT OF SERVICE MARK

THIS ASSIGNMENT (this "Assignment"), dated as of February 28, 2022, is made by Stevens Holtze Corporation, a Colorado corporation ("Assignor"), to and in favor of CTH Acquisition LLC, a Delaware limited liability company ("Assignee").

Recitals

A. Assignor is the owner of the entire right, title and interest in and to the service mark set forth on Schedule 1.

B. Assignor desires to assign its entire right, title and interest in and to such service mark, and Assignee desires to acquire Assignor's entire right, title and interest in and to such service mark, on the terms of this Assignment.

Agreements

Now, Therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following (the "Assigned Service Mark"), together with all goodwill associated or connected with the use of, and symbolized by, the Assigned Service Mark:

a) the service mark set forth on Schedule 1 hereto and all intellectual property rights associated therewith, whether registered, unregistered or arising by any applicable law of any jurisdiction throughout the world, all registrations and applications for registration of such service mark, including intent-to-use trademark applications, issuances, extensions and renewals of such registrations and applications, and similar intangible property and related proprietary rights, interests and protections, however arising, pursuant to any such law;

b) all right of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

c) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Further Actions. To vest the Assigned Service Mark in Assignee and its successors and permitted assigns, Assignor will, and will cause its affiliates, successors and permitted assigns to, (a) execute and deliver such additional instruments of transfer and conveyance and other documents reasonably requested by Assignee and (b) take such other actions reasonably requested by Assignee.

3. Counterparts. This Assignment may be executed in one or more counterparts each of which, when executed, will be deemed to be an original and all of which, when taken together, will be deemed to constitute one and the same instrument. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

4. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

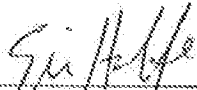
5. Governing Law. This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment shall be governed by, and construed in accordance with, the laws of the United States and the State of Colorado, without giving effect to any choice or conflict of law provision or rule (whether of the State of Colorado or any other jurisdiction).

[Signature page follows.]

The undersigned have executed this Assignment as of the date first written above.

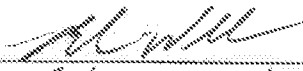
ASSIGNOR

Steven Holtze Corporation

By: 
Name: ERIC HOLTZE
Title: CO-CEO

ASSIGNEE

CTH Acquisition LLC

By: 
Name: Rebecca Wells
Title: SVP of Finance

Schedule 1
Assigned Service Mark

MARK	Reg. No.
PURE HOSPITALITY	5413588