

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM747158

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/01/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ACCOR		07/27/2022	Société Anonyme (Sa): FRANCE
RECEIVING PARTY DATA			
Name:	Morgans Hotel Group U.K. Management Limited		
Street Address:	10 Norwich Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	EC4A 1BD		
Entity Type:	Private Limited Company: ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87232241	JO & JOE	
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>			
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	Lawrence E. Apolzon		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	151 West 42nd Street, 17th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	ENNI 2203340		
NAME OF SUBMITTER:	Anca Nicolescu		
SIGNATURE:	/ancanicolescu/		
DATE SIGNED:	08/09/2022		
Total Attachments: 3			
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**CONFIRMATORY DEED OF
ASSIGNMENT OF TRADEMARKS
CONCERNING THE BRAND "Jo & Joe" IN THE USA**

This confirmatory deed (the "Deed") is made by and between ACCOR, a French Public Limited Company (Société Anonyme), organized and existing under the laws of France with a principal place of business at 82 rue Henri Farman, 92130 Issy-les-Moulineaux France, with registered number n° 602036444 ("Accor" or "Assignor"), and Ennismore Hotel Management UK Limited (formerly known as "Morgans Hotel Group U.K. Management Limited"), a private limited company incorporated in England and Wales with registered number 03520726, whose registered office is at 10 Norwich Street, London EC4A 1BD, United Kingdom ("Ennismore" or "Assignee"), and together with the Assignor, the "Parties".

WHEREAS the Parties transferred as of October 01, 2021, the effective date, the Intellectual Property Rights on the trademarks set forth in Exhibit 1 (the "Jo&Joe Trademarks") from Accor to Morgans Hotel Group U.K. Management Limited.

WHEREAS Morgans Hotel Group U.K. Management Limited, further changed, as of October 25, 2021, its company name into Ennismore Hotel Management UK Limited.

NOW, THEREFORE, the Parties agree as set forth below.

I. Assignment

Assignor hereby assigns, transfers and conveys to Ennismore Hotel Management UK Limited, the Assignee who hereby accepts, the entire right, title, and interest in and to the listed Jo & Joe Trademark set forth in Exhibit 1 relating to the Jo & Joe brand, either duly registered, renewed or filed with the US Trademark Office (USPTO), together with the goodwill of the business connected with and symbolized by these intellectual property rights.

The assignment also includes the possible Convention priority rights resulting from the Jo & Joe Trademark in Exhibit 1.

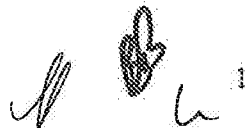
As a consequence of the assignment, the Assignee becomes the sole owner of the Jo & Joe Trademark in Exhibit 1 and shall be entitled to use, renew or forsake them, grant licenses to third parties and freely dispose of its rights.

The assignment also includes all causes of action and the right to take action in respect of the Jo&Joe Trademark in Exhibit 1 including for any and all infringements, passing off, or unauthorized use or disclosure, of any and all rights being assigned herein, whether the same occurred before, on or after the effective date of the Deed of Assignment, and the right to receive and retain the proceeds (including any damages and/or any account of profits) and obtain any other remedy from any such action, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had the assignment of the Jo & Joe Trademark not been made.

II. Recordal of assignment

For the avoidance of doubt, Assignor authorizes the US Trademark Office (USPTO) to record the change of ownership to Assignee of all the registrations and/or applications for registration set forth in Exhibit 1 and of Assignor's entire right, title and interest therein.

All Powers are given to the holder of the present act to proceed with the recordal of the Assignment on the Trademarks Register.



**TRADEMARK
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III. Consideration

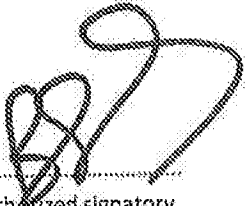
The assignment is for good and valuable consideration, receipt of which is hereby acknowledged by the Parties.

IV. Miscellaneous

This Deed may be executed in any number of counterparts, each of which is an original and which together have the same effect as if each party had signed the same agreement. Any party may enter into this agreement by executing a counterpart.


Made on July 27, 2022

Assignor:
Signed in Issy-les-Moulineaux (France) and Executed as
a confirmatory deed by

)
)
) 
) Authorized signatory

ACCOR
acting by Besma BOUMAZA
Title: Group General Counsel of Accor, duly empowered

Assignee:
Signed in London (UK) and Executed as a confirmatory deed by)
Ennismore Hotel Management UK Limited)
acting by **Christophe CHENUT**, Director, in the presence of)

) 
) Authorized signatory


Signature of witness

Name of witness Rhonda HARE
Address of witness 70 COLOMBO STREET,
LONDON, UK SE1 8DP

Exhibit 1

REGISTRATION NO.	CLASS	MARK	APPLICANT	REGISTRATION NO.	CLASS	MARK	APPLICANT	REGISTRATION NO.	CLASS	MARK	APPLICANT
1018106	1	1	JOE JOE 190508648F 3	1018106	1	1	JOE JOE 190508648F 3	1018106	1	1	JOE JOE 190508648F 3
1115072015	97/132,741	09/07/2010	GTE-LBI	1115072015	97/132,741	09/07/2010	GTE-LBI	1115072015	97/132,741	09/07/2010	GTE-LBI
117242020	6,292,974	11/24/2020	Delette	117242020	6,292,974	11/24/2020	Delette	117242020	6,292,974	11/24/2020	Delette

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RECORDED: 08/09/2022


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