

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sei Brothers LLC		01/09/2013	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Lenny's Group LLC		
Street Address:	183 Madison Avenue		
Internal Address:	Suite 901		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3227316		
CORRESPONDENCE DATA			
Fax Number:	2127986915		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-326-0831		
Email:	jalbrink@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square, c/o Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	5891.14		
NAME OF SUBMITTER:	Teresa Lee		
Signature:	/tle/		

CH \$40.00 3227316

Date:

01/09/2013

Total Attachments: 2

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ASSIGNMENT OF SERVICE MARK

This Assignment (hereinafter "Agreement") is made and entered into effective as of 1/9, 2013 by and between Sei Brothers LLC, a New York limited liability company, with a place of business at 241 Central Park West, New York, New York 10024 (hereinafter "Assignor"), on the one hand, and Lenny's Group LLC, a New York limited liability company, with a place of business at 183 Madison Avenue, Suite 901, New York, New York 10016 (hereinafter "Assignee"), on the other hand.

WHEREAS, Assignor owns the following registration for a distinctive logo (hereinafter "Logo") in cl. 43 (hereinafter "Registration") (the Logo and Registration are hereinafter collectively referred to as the "Property");



® in cl. 43; Reg. No. 3,227,316

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and grants 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 Agreement (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 Agreement, 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.

ASSIGNOR:

SEI BROTHERS LLC

By: 

Name: Sei Hoon Lenny Chu

Title: Managing Member

ASSIGNEE:

LENNY’S GROUP LLC

By: 

Name: Sei Hoon Lenny Chu

Title: C.E.O.

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