

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM389024

<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>
Seminole Tribe of Florida		04/19/2016	Federally-Recognized Indian Tribe: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Benchmarc Associates Tampa, LLC		
<b>Street Address:</b>	13-17 Laight Street, Suite 402		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	30013		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4938509	GREY SALT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9549774717		
<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>	954-977-4711		
<b>Email:</b>	mrichter@RichterTrademarks.com		
<b>Correspondent Name:</b>	Miriam Richter		
<b>Address Line 1:</b>	2312 Wilton Drive, Suite 9		
<b>Address Line 4:</b>	Wilton Manors, FLORIDA 33305		
<b>NAME OF SUBMITTER:</b>	Miriam Richter		
<b>SIGNATURE:</b>	/Miriam Richter/		
<b>DATE SIGNED:</b>	06/23/2016		
<b>Total Attachments: 2</b>			
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source=Grey Salt assignment completed#page2.tif			

OP \$40.00 4938509

**ASSIGNMENT OF TRADEMARK**

This Assignment of Trademarks is made by and between the SEMINOLE TRIBE OF FLORIDA, a federally recognized tribe, d/b/a Seminole Hard Rock Hotel & Casino – Tampa, whose address is 5223 North Orient Road, Tampa, Florida 33610 (“Assignor”), and Benchmark Associates Tampa, LLC whose address is 13-17 Laight Street, Suite 402, New York, New York 10013 (“Assignee”).

WHEREAS, Assignor has, either directly or through predecessors in interest, adopted and used in its business, the trademark GREY SALT, and is the owner of the federal trademark registration number 4938509, registered at the United States Patent and Trademark Office on April 12, 2016, (collectively, the “Mark”);

WHEREAS, Assignor and Assignee entered into a prior Memorandum of Understanding (“MOU”) concerning their respective rights to own and use the Mark bearing the effective date of November 16, 2015, the terms of said MOU incorporated herein by reference; and,

WHEREAS, Assignee is desirous of acquiring and perfecting all rights, title and interest in and to the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and in furtherance of, and not in derogation of, obligations undertaken in the aforementioned memorandum of understanding, Assignor hereby sells, assigns, transfers, and conveys unto Assignee the Assignor’s entire right, title, and interest in and to the Mark, the federal trademark application thereof, and all common law rights in such Mark, together with the goodwill of the business symbolized by the Mark, and with the right to recover and seek damages and profits for past infringement by third parties, if any.

Assignor represents to Assignee that Assignor has not assigned or transferred to any third party (other than Assignee) any rights that Assignor may have in or to the Mark, in whole or in part, including without limitation any security interest that may have been granted to a financial institution or other lender.

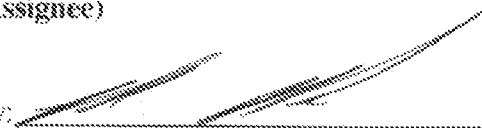
This agreement may be executed in any number of counterparts, each of which when executed and delivered shall constitute a duplicate original, but all counterparts together shall constitute a single agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment of Trademarks on the dates set forth below.

**Seminole Tribe of Florida  
(Assignor)**

**Benchmark Associates Tampa, LLC  
(Assignee)**

By: \_\_\_\_\_

By:  \_\_\_\_\_

Name: \_\_\_\_\_

Name: MARC MURPHY \_\_\_\_\_

Date: \_\_\_\_\_

Date: 4/19/16 \_\_\_\_\_

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IN WITNESS WHEREOF, the parties hereto have executed this Assignment of Trademarks on the dates set forth below.

**Seminole Tribe of Florida**  
(Assignor)

**Benchmark Associates Tampa, LLC**  
(Assignee)

By:   
Name: James F Allen  
Date: April 13, 2016

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Date: \_\_\_\_\_