

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM695112

<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>
Frontera 900 LLC		11/09/2021	Company: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cruz Blanca Hospitality, LLC		
<b>Street Address:</b>	900 West Randolph Street		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60607		
<b>Entity Type:</b>	Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4989052	LEÑA BRAVA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3127267371		
<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>	312-726-8129		
<b>Email:</b>	brian.lum@icemiller.com		
<b>Correspondent Name:</b>	Brian Lum		
<b>Address Line 1:</b>	200 W. Madison St., Ste. 3500		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>NAME OF SUBMITTER:</b>	Brian J. Lum		
<b>SIGNATURE:</b>	/Brian J. Lum/		
<b>DATE SIGNED:</b>	12/15/2021		
<b>Total Attachments: 2</b>			
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source=Assignment#page2.tif			

OP \$40.00 4989052

## TRADEMARK ASSIGNMENT

THIS ASSIGNMENT ("Assignment"), is made and entered into as of the 9th day of November, 2021 (the "Effective Date"), by and between Frontera 900 LLC ("Assignor"), an Illinois company with its principal place of business at 900 West Randolph Street, Chicago, Illinois 60607, and Cruz Blanca Hospitality, LLC ("Assignee"), an Illinois company with its principal place of business at 900 West Randolph Street, Chicago, Illinois 60607, sometimes referred to herein individually as a "Party" and collectively as the "Parties".

WHEREAS, Assignor has adopted, used, is using, and is the owner of the trademark LEÑA BRAVA, and U.S. Trademark Registration No. 4,989,052 therefor (the "Leña Brava Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Leña Brava Trademarks, and Assignor desires to assign the Leña Brava Trademarks to Assignee, upon the terms and conditions set forth herein.

NOW THEREFORE, in consideration of the premises recited above, the Parties' mutual undertakings, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and its successors and assigns, all right, title and interest in, to and under the Leña Brava Trademarks, including, but not limited to U.S. Trademark Registration No. 4,989,052, together with all goodwill symbolized by and associated therewith, free and clear of all liens, claims, charges and encumbrances of any kind whatsoever, to have and to hold forever, along with any and all claims and causes of action (and the right to initiate suit and obtain damages and other forms of relief, both legal and equitable), arising from and/or relating to the infringement, misappropriation or other violation of any right in any of the Leña Brava Trademarks, whether prior to or subsequent to the Effective Date, to the fullest extent permitted by law.

Assignor shall promptly, upon the request of Assignee and/or its successors and assigns, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee and/or its successors and assigns may reasonably request to permit the recordation of the assignment made by this instrument, or of any other documents Assignee or any of its successors or assigns may reasonably deem necessary or advisable to effectuate the terms and intent of this Assignment.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the Parties hereto have caused this Assignment to be duly executed as of the day and year first written above.

FRONTERA 900 LLC

CRUZ BLANCA HOSPITALITY, LLC

Manuel Valdes  
Signature

Manuel Valdes  
Signature

Manuel Valdes  
Printed Name

Manuel Valdes  
Printed Name

Manager  
Title

Manager  
Title

11/09/2021  
Date

11/09/2021  
Date