

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
Union Square Cafe Corp.		10/05/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Union Square Hospitality Group, LLC		
Street Address:	24 Union Square East		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2138978	UNION SQUARE CAFE	
Registration Number:	1646379	UNION SQUARE CAFE	
CORRESPONDENCE DATA			
Fax Number:	(312)222-0818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-222-0800		
Email:	chiipdocket@michaelbest.com		
Correspondent Name:	Larry L. Saret		
Address Line 1:	180 N. Stetson Avenue		
Address Line 2:	Suite 2000		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	205369-0003 AND 205369-00		
NAME OF SUBMITTER:	Larry L. Saret		
Signature:	/larry l. saret/		

CH \$65.00 2138978

Date:

11/02/2006

Total Attachments: 1

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Assignment

Union Square Cafe Corp. (Assignor), a New York corporation located at 24 Union Square East, New York, NY 10003 has adopted, used, and is using marks that are registered in the United States Patent and Trademark Office, Registration No. 2,138,978 and Registration No. 1,646,379.

Union Square Hospitality Group, LLC (Assignee), a New York limited liability company located at 24 Union Square East, New York, NY 10003 wants to acquire the marks and registrations thereof.

For good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration.

Daniel Meyer
Assignor

President
Title

State of New York
County of New York

On this 5 day of October, 2006, before me appeared Daniel H. Meyer, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf (or on behalf of the identified entity with authority to do so.)

CATHERINE C. FENDELMAN
NOTARY PUBLIC-STATE OF NEW YORK
No. 01CL6078667
Qualified In New York County
My Commission Expires August 05, 2010

Catherine C. Fendelman
Signature of notary public