

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Union Square Hospitality Group, LLC		02/18/2010	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	USHG, 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: 25

Property Type	Number	Word Mark
Registration Number:	3594857	+1 REWARDS
Registration Number:	3767215	BLUE SMOKE
Registration Number:	3378050	BLUE SMOKE
Registration Number:	2601747	BLUE SMOKE
Registration Number:	3349412	BLUE SMOKE
Registration Number:	3807858	BOX FRITES
Registration Number:	3541516	CAROLINA KICK
Registration Number:	2939768	CUESADILLA
Registration Number:	2406631	ELEVEN MADISON PARK
Registration Number:	2271356	GRAMERCY TAVERN
Serial Number:	77621105	EL VERANO TAQUERIA
Serial Number:	77171859	ENLIGHTENED HOSPITALITY
Registration Number:	3214342	HUDSON YARDS CATERING
Registration Number:	3656089	HUDSON YARDS SPORTS & ENTERTAINMENT

OP \$640.00 3594857

Registration Number:	3447222	K.C. RECIPE
Serial Number:	77830538	MAIALINO
Registration Number:	2404904	TABLA
Registration Number:	3337375	TABLA
Registration Number:	3655311	TABLA
Registration Number:	3612426	TABLATINI
Serial Number:	77157784	TABLATINI
Registration Number:	1646379	UNION SQUARE CAFE
Registration Number:	2138978	UNION SQUARE CAFE
Serial Number:	77959540	UNION SQUARE EVENTS
Registration Number:	3709051	UNION SQUARE HOSPITALITY GROUP

CORRESPONDENCE DATA

Fax Number: (312)222-0818
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:	205135-0001
NAME OF SUBMITTER:	Larry L. Saret
Signature:	/larry l. saret/
Date:	11/01/2010

Total Attachments: 0

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