

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM508268

<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>
USHG, LLC		01/08/2019	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	USHG IP, LLC		
<b>Street Address:</b>	853 Broadway		
<b>Internal Address:</b>	17th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10003		
<b>Entity Type:</b>	Limited Liability Company: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1646379	UNION SQUARE CAFE	
<b>Registration Number:</b>	2138978	UNION SQUARE CAFE	
<b>Registration Number:</b>	3709051	UNION SQUARE HOSPITALITY GROUP	
<b>Registration Number:</b>	4835437	UNION SQUARE HOSPITALITY GROUP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122220818		
<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>	312.222.0800		
<b>Email:</b>	chiipdocket@michaelbest.com, cfilarski@michaelbest.com, lsaret@michaelbest.com		
<b>Correspondent Name:</b>	Christine A. Filarski		
<b>Address Line 1:</b>	444 W. Lake Street, Suite 3200		
<b>Address Line 2:</b>	Michael Best & Friedrich LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60607		
<b>ATTORNEY DOCKET NUMBER:</b>	205135-0001		
<b>NAME OF SUBMITTER:</b>	Christine A. Filarski		
<b>SIGNATURE:</b>	/Christine A. Filarski/		

CH \$115.00 1646379



<b>DATE SIGNED:</b>	02/01/2019
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<b>Total Attachments: 1</b> source=TM Assignment USHG, LLC and USHG IP, LLC#page1.tif
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TRADEMARK ASSIGNMENT

This trademark assignment agreement is entered into by and between USHG, LLC, a New York limited liability company ("Assignor"), and USHG IP, LLC, a New York limited liability company ("Assignee"):

WHEREAS, Assignor owns the following trademark registrations (the "Marks"):

Mark	Reg. No.
UNION SQUARE CAFE	1,646,379
UNION SQUARE CAFE & Design 	2,138,978
UNION SQUARE HOSPITALITY GROUP	3,709,051
UNION SQUARE HOSPITALITY GROUP & Design 	4,835,437

WHEREAS, Assignee wants to acquire all of Assignor's right, title, and interest in and to the Marks and Assignor is willing to assign the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Marks and all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks and its right to sue for past and future infringement of the Marks and to recover any and all damages and awards for such infringement, effective *nunc pro tunc* as of January 8, 2019.

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment.

USHG, LLC

By: 

Name: Avisheh Avini

Title: Chief Legal Officer

Date: January 29, 2019

TRADEMARK