

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
SBE Hotel Group, LLC		03/29/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	SBE Licensing, LLC		
Street Address:	7280 Las Vegas Boulevard South		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4026947	CLEO	
CORRESPONDENCE DATA			
Fax Number:	3129800765		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3122698000		
Email:	mhoffman@ngelaw.com		
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	23244.0713		
NAME OF SUBMITTER:	Lee J. Eulgen		
Signature:	/Lee J. Eulgen/		

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Date:

04/04/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of March 29, 2013, between SBE Hotel Group, LLC, a Delaware limited liability company located at 8000 Beverly Blvd., Los Angeles, California 90048 (“Assignor”), and SBE Licensing, LLC, a Delaware limited liability company located at 7280 Las Vegas Boulevard South, Las Vegas, NV 89109 (“Assignee”).

WHEREAS, Assignor is the owner of the trademark and associated United States federal registration listed on Schedule A, along with all of the goodwill associated therewith (the “Trademark”);

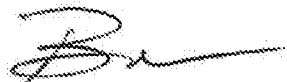
WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Trademark to Assignee; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademark.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Trademark in the United States, including without limitation the right to sue and collect damages for past, present, and future infringements of the Trademark, and the right to further assign or to license any and all right, title and interest in and to the Trademark.

Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of the Trademark and to issue all registrations for said Trademark to Assignee, for the sole use and enjoyment of the Assignee, its successors and assigns.

SBE Hotel Group, LLC



By: _____

Name: Brandt Mori

Title: Authorized Person

SCHEDULE A

Trademark	Serial No.	Filing Date	Registration No.	Registration Date
CLEO	85073151	28-Jun-2010	4026947	13-Sep-2011