

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM508400

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Northfield Park Associates, LLC		01/31/2019	Limited Liability Company: OHIO
RECEIVING PARTY DATA			
Name:	Hard Rock Cafe International (USA), Inc.		
Street Address:	5701 Stirling Road		
City:	Davie		
State/Country:	FLORIDA		
Postal Code:	33314		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5257145	FIND YOUR RHYTHM	
Registration Number:	5403232	ROCKSTOP	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	954.488.7800		
Email:	ipenforcement@hardrock.com		
Correspondent Name:	Brian L. Alexander		
Address Line 1:	Hard Rock Cafe International (USA), Inc.		
Address Line 2:	5701 Stirling Road		
Address Line 4:	Davie, FLORIDA 33314		
NAME OF SUBMITTER:	Brian L. Alexander		
SIGNATURE:	/Brian L. Alexander/		
DATE SIGNED:	02/01/2019		
Total Attachments: 2			
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OP \$65.00 5257145

ASSIGNMENT OF TRADEMARKS

WHEREAS, Northfield Park Associates, LLC, a limited liability company organized under the laws of Ohio ("Assignor"), is the owner of all right, title and interest in and to the trademarks and service marks and the registrations therefor identified in Schedule A annexed hereto (hereinafter the "Marks"); and

WHEREAS, Assignor has agreed to assign the Marks to Hard Rock Café International (USA), Inc., a corporation organized under the laws of Florida ("Assignee");

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements of the Marks, if any.

Assignor agrees to execute additional confirmatory assignments of the Marks and such similar documents as may be requested by Assignee for the purpose of vesting in Assignee all right, title, and interest in and to the Marks worldwide.

IN WITNESS WHEREOF, each party has caused this Assignment to be duly executed by its officer thereunto duly authorized as of this 31st day of January 2019.

NORTHFIELD PARK ASSOCIATES, LLC



By: [Signature]
Printed Name: Andrew Hagopian III
Title: Secretary
Date of Signature: January 31, 2019

HARD ROCK CAFE INTERNATIONAL (USA), INC.

By: [Signature]
Printed Name: BRIAN ALEXANDER
Title: V.P. SECRETARY
Date of Signature: 1-31-19

SCHEDULE A

THE MARKS

FIND YOUR RHYTHM

Reg. No. 5257145

For: "casinos; entertainment services in the nature of live comedy, musical, dance, magic, theatrical, novelty and variety show performances; gambling services"

ROCKSTOP

Reg. No. 5403232

For: "Retail store services featuring convenience store items and fuel"