

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Resort California, LLC		07/13/2004	limited liability company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Marcus Corporation		
<b>Street Address:</b>	100 East Wisconsin Avenue, Suite 1900		
<b>City:</b>	Milwaukee		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53202		
<b>Entity Type:</b>	CORPORATION: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78317641	THE WELL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(414)905-2669		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	414-905-1390		
<b>Email:</b>	aprilamb@marcuscorp.com		
<b>Correspondent Name:</b>	Thomas F. Kissinger		
<b>Address Line 1:</b>	100 East Wisconsin Avenue, Suite 1900		
<b>Address Line 4:</b>	Milwaukee, WISCONSIN 53202		
<b>ATTORNEY DOCKET NUMBER:</b>	MIRAMONTE		
<b>NAME OF SUBMITTER:</b>	April Lamb		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is made this 13<sup>th</sup> day of July, 2004, by Resort California, LLC, a Delaware limited liability company, hereinafter referred to as ASSIGNOR, to The Marcus Corporation, a Wisconsin corporation, hereafter referred to as ASSIGNEE.

WHEREAS, ASSIGNOR owns all right, title and interest in and to the trademark shown in U.S. Trademark Application No. 78/317,641, filed October 23, 2003 (THE WELL) and associated good will; and

WHEREAS, both parties desire that the trademark, application, and registration, and associated good will referred to above be transferred to ASSIGNEE;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR and ASSIGNEE hereby agree as follows:

ASSIGNOR does hereby sell, assign, transfer and convey to ASSIGNEE all of its right, title and interest in and to and the good will associated therewith owned by it, specifically including the trademark shown in U.S. Trademark Application No. 78/317,641, and all rights, interests, claims and demands recoverable in law or equity, that it has or may have in profits and damages for past and future infringement of the trademark, including without limitation the right to compromise, sue for and collect said profits and damages; the same to be held and enjoyed by ASSIGNEE, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by it if this assignment had not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed on the date first indicated above.

Resort California, LLC  
By: Marcus Hotels, Inc.  
Its: Member

By: [Signature]  
Thomas F. Kissinger  
Secretary

State of Wisconsin            )  
  ) SS  
County of Milwaukee        )

Personally appeared before me this 13<sup>th</sup> day of July, 2004, the above named Thomas F. Kissinger, to me known to be the person who executed the foregoing Assignment and acknowledged the same as his free act and deed.

[Signature]  
Candice Strueder, Notary Public  
My commission expires: 4/30/06

