

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
Hilton Hospitality, Inc.		08/09/2005	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Thor Palmer House Hotel & Shops LLC		
Street Address:	139 Fifth Avenue		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1218723	P	
Registration Number:	1242418	PALMER HOUSE	
CORRESPONDENCE DATA			
Fax Number:	(901)374-5050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	901-374-5099		
Email:	galen_colbert@hilton.com		
Correspondent Name:	Barbara Arnold		
Address Line 1:	755 Crossover Lane		
Address Line 2:	Legal Department		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	PH ASSIGNMENT RECORDAL		
NAME OF SUBMITTER:	Barbara Arnold		

CH \$65.00 1218723

Signature:

/barbara arnold/

Date:

03/02/2006

Total Attachments: 3

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ASSIGNMENT

WHEREAS, HILTON HOSPITALITY, INC. ("Assignor"), a corporation duly organized and existing under the laws of the State of Nevada, currently having a principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90210, United States of America, is the owner of the Trademark Registrations and/or Applications in the Country of the United States as set out in the attached Schedule; and

WHEREAS, THOR PALMER HOUSE HOTEL & SHOPS LLC ("Assignee"), a limited liability company duly organized and existing under and by virtue of the laws of the state of Delaware, having a principal place of business at 139 Fifth Avenue, 4th Floor, New York, New York 10010, United States of America, has acquired the said Trademark Registrations and/or Applications together with the whole of the goodwill of the business in the Country of the United States in which the trademarks, the subject of the said Registrations and/or Applications, have been used and registered and/or applied for;

NOW THEREFORE this instrument witnesses that for and in consideration of the sum of one dollar (U.S. \$1.00) and other good and valuable consideration to it paid, the receipt of which is hereby acknowledged, Assignor hereby confirms that it has sold, assigned and transferred and by these presents it does sell, assign and transfer to Assignee and its successors and assigns the whole right, title and interest in and to the said Trademarks and the aforesaid Registrations and/or Applications together with the whole of the goodwill of the business in the Country of the United States in which the said Trademarks have been used and registered and/or applied for to be held and enjoyed by Assignees and fully as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN WITNESS WHEREOF, this assignment has been duly executed this 7 day of August, 2005.

Assignor:
HILTON HOSPITALITY, INC.

By: Barbara L. Arnold
Barbara L. Arnold

Its: Assistant Vice President

Assignee:
THOR PALMER HOUSE HOTEL
& SHOPS LLC

By: Joseph J. Sitt
Joseph J. Sitt

Its: Managing Member

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

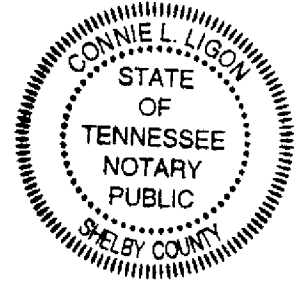
Personally appeared before me the above-named Barbara L. Arnold, known to me to be the same person who executed the foregoing instrument and to be the Assistant Vice President of HILTON HOSPITALITY, INC., a Nevada corporation, and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 3rd day of August, 2005.



NOTARY PUBLIC

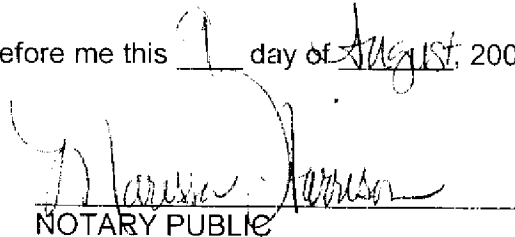
My Commission Expires: **MY COMMISSION EXPIRES:
October 29, 2008**



STATE OF New York)
)
COUNTY OF New York)

Personally appeared before me the above-named Joseph J. Sitt, known to me to be the same person who executed the foregoing instrument and to be the Managing Member of THOR PALMER HOUSE HOTEL & SHOPS LLC., a limited liability company, and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said company.

Subscribed and sworn to before me this 9 day of August, 2005.



NOTARY PUBLIC

My Commission Expires: **MARISSA HARRISON
Notary Public, State of New York
No. 01HA6125587
Qualified in New York County
Commission Expires April 18, 2009**

SCHEDULE OF ASSIGNMENT

Country: UNITED STATES

<i>Mark</i>	<i>Class</i>	<i>Application Number</i>	<i>Application Date</i>	<i>Registration Number</i>	<i>Registration Date</i>
"P" AND WREATH (Design)	42	345858	1/15/1922	1218723	11/30/1982
PALMER HOUSE (block)	42	345720	1/15/1982	1242418	6/14/1983