

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE: | 03/13/2006 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------|----------|----------------|-----------------------|
| WESTIN LICENSE COMPANY | | 03/13/2006 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-------------------------------|
| Name: | WESTIN HOTEL MANAGEMENT, L.P. |
| Street Address: | 1111 Westchester Avenue |
| City: | White Plains |
| State/Country: | NEW YORK |
| Postal Code: | 10604 |
| Entity Type: | LIMITED PARTNERSHIP: DELAWARE |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 78715225 | RENEWAL |

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Correspondent Name: Fross Zelnick Lehrman & Zissu, P.C.
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|-------------------------|-------------------|
| ATTORNEY DOCKET NUMBER: | WTIN-0601482 |
| NAME OF SUBMITTER: | Patrick Boisson |
| Signature: | /patrick boisson/ |

CH \$40.00 78715225

Date:

03/13/2006

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Westin License Company, a Delaware corporation, located and doing business at 1111 Westchester Avenue, White Plains, New York 10604 ("Assignor"), is the owner of the following trademark application in the United States Patent and Trademark Office:

| <u>TRADEMARK</u> | <u>APPN. SER. NO.</u> | <u>DATE OF FILING</u> |
|-------------------------|------------------------------|------------------------------|
| RENEWAL | 78/715225 | September 18, 2005 |

WHEREAS, Westin Hotel Management, L.P., a Delaware limited partnership, located and doing business at 1111 Westchester Avenue, White Plains, New York 10604 ("Assignee"), is desirous of acquiring said trademark application and all associated goodwill in said trademark; and

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named application therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

WESTIN LICENSE COMPANY

By: 
(Signature)

Name: Jared T. Finkelstein

Title: Vice President & Assistant Secretary

Date: March 13, 2006

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