

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/07/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
WESTIN LICENSE COMPANY		04/07/2006	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78730306	THIS IS HOW IT SHOULD FEEL

**CORRESPONDENCE DATA**

Fax Number: (914)640-2650  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 914 640 8100  
 Email: jennilyn.estacio@starwoodhotels.com  
 Correspondent Name: Jennilyn M. Estacio  
 Address Line 1: 1111 Westchester Avenue  
 Address Line 4: White Plains, NEW YORK 10604

ATTORNEY DOCKET NUMBER:	2097/USA
NAME OF SUBMITTER:	Jennilyn M. Estacio
Signature:	/Jennilyn M. Estacio/

CH \$40.00 78730306

Date:

04/07/2006

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:

<b><u>TRADEMARK</u></b>	<b><u>APPN. SER. NO.</u></b>	<b><u>DATE OF FILING</u></b>
THIS IS HOW IT SHOULD FEEL	78/730,306	October 10, 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: April 7, 2006