

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
R F Hotels, Limited		06/06/2006	COMPANY: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Sir Rocco Forte Limited		
Street Address:	Savannah House 11 Charles II Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1Y 4QU		
Entity Type:	COMPANY: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2661013	RF HOTELS	
CORRESPONDENCE DATA			
Fax Number:	(312)706-8517		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3127018864		
Email:	zbeal@mayerbrownrowe.com		
Correspondent Name:	Jason K. Schmitz		
Address Line 1:	P.O. Box 2828		
Address Line 4:	Chicago, ILLINOIS 606902828		
ATTORNEY DOCKET NUMBER:	06005061		
DOMESTIC REPRESENTATIVE			
Name:	Jason K. Schmitz		
Address Line 1:	P.O. Box 2828		
Address Line 4:	Chicago, ILLINOIS 606902828		

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NAME OF SUBMITTER:	Jason K. Schmitz
Signature:	/jasonkschmitz/
Date:	06/08/2006
Total Attachments: 2 source=06005061 ASSIGNMENT#page1.tif source=06005061 ASSIGNMENT#page2.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, R.F Hotels, Limited, a United Kingdom company having its principal place of business at Savannah House, 11 Charles II Street, London, SW1Y 4QU ("Assignor"), is the owner of the trademark shown on the attached Schedule A (hereinafter "the Trademark"); and

WHEREAS, Sir Rocco Forte Limited, a United Kingdom company having its principal place of business at Savannah House, 11 Charles II Street, London, SW1Y 4QU ("Assignee"), is desirous of acquiring the Trademark together with the goodwill symbolized by the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in and to the Trademark set forth on Schedule A, together with the goodwill symbolized by said Trademark and the right to sue and recover for, and the right to profits or damages, due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademark or the associated goodwill.

THIS ASSIGNMENT OF TRADEMARK shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns.

Signed as of this 6 day of JUNE, 2006

R F Hotels, Limited

By: 

Name:

R. Power

Title:

Managing Director.

Sir Rocco Forte Limited

By: 

Name:

Title:

SIR ROCCO FORTE

CHAIRMAN

TRADEMARK

REEL: 003324 FRAME: 0195

SCHEDULE A

RF HOTELS. U.S. TRADEMARK REGISTRATION NO. 2,661,013