

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
CPS 1 Realty LP		04/07/2006	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Plaza IP Holdings LLC (USA)		
Street Address:	c/o The El Ad Group, Ltd., 575 Madison Avenue		
Internal Address:	22nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1455862	PP THE PLAZA	
Registration Number:	1217869	PP	
Registration Number:	1389501	THE PLAZA	
Registration Number:	1428110	THE PLAZA	
Registration Number:	2498616	YOUNG PLAZA AMBASSADORS	
CORRESPONDENCE DATA			
Fax Number:	(212)801-6400		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	turkoj@gtlaw.com, santiagoc@gtlaw.com, biancoc@gtlaw.com		
Correspondent Name:	Alan N. Sutin		
Address Line 1:	200 Park Avenue		
Address Line 2:	34th Floor		
Address Line 4:	New York, NEW YORK 10166		

CH \$140.00 1455862

ATTORNEY DOCKET NUMBER:	47055-011400
NAME OF SUBMITTER:	Jessica Turko
Signature:	/jessicaturko/
Date:	08/15/2006
Total Attachments: 3 source=2 assignment of tms_20060815054432#page1.tif source=2 assignment of tms_20060815054432#page2.tif source=2 assignment of tms_20060815054432#page3.tif	

ASSIGNMENT OF TRADEMARKS

~~February~~
April ASSIGNMENT OF TRADEMARKS (this "Assignment") made as of the 7th day of ~~February~~, 2006, from CPS 1 REALTY LP ("Assignor"), a Delaware limited partnership, having an address at c/o El-Ad Properties NY LLC, 575 Madison Avenue, 23rd Floor, New York, NY 10022, to PLAZA IP HOLDINGS LLC (USA) ("Assignee"), a Delaware limited liability company, having an address at c/o The El-Ad Group, Ltd., 575 Madison Avenue, 22nd Floor, New York, NY 10022

WHEREAS, Assignee desires to acquire Assignor's entire rights, title, and interest which Assignor has in and to the United States Trademark and Service Mark registrations identified on Schedule A annexed hereto, and all trademark and service mark rights of Assignor associated with such registrations (collectively hereinafter the "Marks"); and

WHEREAS, Assignor is willing to grant such assignment.

NOW, THEREFORE, in consideration of these premises and the mutual covenants expressed herein, and for other good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows.

1. Assignor hereby assigns, sells and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the right to file renewals therefor, and the right to sue and recover damages and profits for third-party infringements, if any.

2. This Assignment is made by Assignor without recourse and without any express or implied representation or warranty whatsoever.

3. Assignor agrees to reasonably cooperate at Assignee's expense with Assignor's actions to effectuate the purposes of this Assignment, and Assignor agrees to execute any documents reasonably requested by Assignee for this purpose.

4. This Assignment inures to the benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of this 7th day of ~~February~~ **April**, 2006.

CPS 1 REALTY LP

By: _____

Name: Miki Naftali

Title: President

ACCEPTED:

PLAZA IP HOLDINGS LLC (USA)

By: _____

Name: Miki Naftali

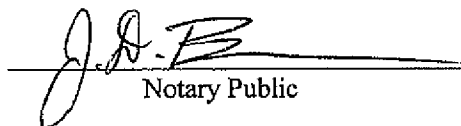
Title: President

NOTARIAL ACKNOWLEDGEMENT

STATE OF NEW YORK)

COUNTY OF NEW YORK)

On this 21st day of ~~February~~ ^{March} 2006, before me personally appeared Miki Naftali, to me known, who, being by me duly sworn, did depose and say that he is the President of CPS 1 Realty LP, the Delaware limited partnership described in and which executed the foregoing instrument; and that he signed his name thereto pursuant to the authorization of said Assignor.


Notary Public

JOSHUA D. BROWN
Notary Public, State of New York
No. 01BR6104342
Qualified in New York County
Commission Expires January 20, 2008

SCHEDULE A
(Trademarks)

Mark: PP THE PLAZA (& DESIGN)
U.S. Trademark Reg. No. 1,455,862
Registered: September 1, 1987
Filed: November 21, 1986
For "hotel and restaurant services"

Mark: PP (Stylized)
U.S. Trademark Reg. No. 1,217,869
Registered: November 23, 1982
Filed: August 25, 1980
For "nightclub services; hotel, restaurant and catering services"

Mark: THE PLAZA
U.S. Trademark Reg. No. 1,389,501
Registered: April 8, 1986
Filed: September 9, 1985
For "hotel and restaurant services"

Mark: THE PLAZA
U.S. Trademark Reg. No. 1,428,110
Registered: February 10, 1987
Filed: July 7, 1986
For "metal key holders; ties, scarves and robes; candy sold exclusively on applicant's premises; newsletters and books on a variety of topics; champagne, wine and cognac"

Mark: YOUNG PLAZA AMBASSADORS
U.S. Trademark Reg. No. 2,498,616
Registered: October 16, 2001
Filed: March 2, 1998
For "providing a children's and young adults' club for entertainment, sporting and cultural activities in connection with hotel services; clothing and accessories, namely, shirts, polo shirts, sweatshirts, sweat pants, tee-shirts, bathrobes, shorts, ties, nightshirts, nightgowns, sweaters, jackets, coats, wind resistant jackets, headwear, scarves, gloves, hats, shoes, boots, slippers, pants, skirts, belts, dresses, blouses, jeans, leggings, body suits, socks and hosiery"