

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	LICENSE		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plaza IP Holdings LLC (USA)		04/07/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	CPS 1 Realty LP		
Street Address:	c/o EI Ad Properties NY LLC, 575 Madison Avenue		
Internal Address:	23rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED PARTNERSHIP: 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=5 licensing agreement 1_20060815054746#page1.tif source=5 licensing agreement 1_20060815054746#page2.tif source=5 licensing agreement 1_20060815054746#page3.tif	

NOTICE OF TRADEMARK LICENSE AGREEMENT

WHEREAS, Plaza IP Holdings LLC (USA), a Delaware limited liability company (the "Licensor"), is the owner of certain trademarks and service marks, including without limitation the registrations therefor in the United States Patent and Trademark Office as set forth on **Schedule A** annexed hereto and made a part hereof, (collectively, the "Trademarks");

WHEREAS, Licensor has entered into a Trademark License Agreement dated as of April 7, 2006, between the Licensor and CPS 1 Realty, LP, a Delaware limited partnership ("Licensee");

WHEREAS, pursuant to the Trademark License Agreement the Licensor has agreed to grant to Licensee a license to use the Trademarks according to the terms and conditions of the Trademark License Agreement;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Licensor does hereby grant to Licensee, a license to use the Trademarks according to the terms and conditions of the Trademark License Agreement.

[SIGNATURES TO FOLLOW ON NEXT PAGE]

IN WITNESS WHEREOF, the Licensor has caused this Notice of Trademark License Agreement to be duly executed by its authorized officer or agent as of April 7, 2006.

PLAZA IP HOLDINGS LLC (USA)

By: _____

Name: Miki Naftali

Title: President

STATE OF New York)

COUNTY OF New York)

ss.:

On this 7th day of April, 2006, before me personally came Miki Naftali to me known, who, being by me duly sworn, did depose and say that he is the President of Plaza IP Holdings LLC (USA), the Delaware limited liability company described herein and which executed the foregoing instrument; and that he signed his name thereto pursuant to the authority granted by said corporation.

[NOTARIAL SEAL]

My Commission Expires: 1/20/08

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"