

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	LICENSE		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Plaza IP Holdings LLC (USA)		04/07/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Plaza Club Owner LP		
<b>Street Address:</b>	c/o El Ad Properties NY LLC, 575 Madison Avenue		
<b>Internal Address:</b>	23rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1428110	THE PLAZA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)801-6400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	turkoj@gtlaw.com, santiagoc@gtlaw.com, biancoc@gtlaw.com		
<b>Correspondent Name:</b>	Alan N. Sutin		
<b>Address Line 1:</b>	200 Park Avenue		
<b>Address Line 2:</b>	34th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10166		
<b>ATTORNEY DOCKET NUMBER:</b>	47055-011400		
<b>NAME OF SUBMITTER:</b>	Jessica Turko		
<b>Signature:</b>	/jessicaturko/		

CH \$40.00 1428110

Date:

08/15/2006

**Total Attachments: 3**

source=6 licensing agreement 2\_20060815054829#page1.tif

source=6 licensing agreement 2\_20060815054829#page2.tif

source=6 licensing agreement 2\_20060815054829#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 Plaza Club Owner 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 FOLLOW ON NEXT PAGE]**



**SCHEDULE A**  
**(Trademarks)**

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"