

**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 Accessory 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: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
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	
<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		

**CH \$140.00 1455862**

ATTORNEY DOCKET NUMBER:	47055-011400
NAME OF SUBMITTER:	Jessica Turko
Signature:	/jessicaturko/
Date:	08/15/2006
Total Attachments: 3 source=7 licensing agreement 3_20060815054916#page1.tif source=7 licensing agreement 3_20060815054916#page2.tif source=7 licensing agreement 3_20060815054916#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 Accessory 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]**

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 7<sup>th</sup> 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"