

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Westin License Company		10/30/2006	COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Westin Hotel Management , L.P.		
Composed Of:	COMPOSED OF Starwood Hotels & Resorts Worldwide, Inc, its General Partner		
Street Address:	1111 Westchester Avenue		
City:	White Plains		
State/Country:	NEW YORK		
Postal Code:	10604		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	78729609	INGREDIENTS...SOME ASSEMBLY REQUIRED	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(914)640-2650		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914 640 3615		
Email:	jennilyn.estacio@starwoodhotels.com		
Correspondent Name:	Jennilyn M. Estacio		
Address Line 1:	1111 Westchester Avenue		
Address Line 4:	White Plains, NEW YORK 10604		
ATTORNEY DOCKET NUMBER:	2096/USA		
NAME OF SUBMITTER:	Jennilyn M. Estacio		
Signature:	/JENNILYN M. ESTACIO/		
Date:	11/02/2006		

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Total Attachments: 1  
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**ASSIGNMENT**

WHEREAS, Westin License Company, a Delaware corporation, located and doing business at 1111 Westchester Avenue, White Plains, New York 10604 ("Assignor"), is the owner of the following trademark application in the United States Patent and Trademark Office:

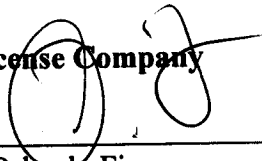
<b><u>TRADEMARK</u></b>	<b><u>APPN. SER. NO.</u></b>	<b><u>DATE OF FILING</u></b>
INGREDIENTS...SOME ASSEMBLY REQUIRED	78/729,609	October 10, 2005

WHEREAS, Westin Hotel Management, L.P., a Delaware limited partnership, located and doing business at 1111 Westchester Avenue, White Plains, New York 10604 ("Assignee"), is desirous of acquiring said trademark application and all associated goodwill in said trademark; and

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named application therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

**Westin License Company**

By: \_\_\_\_\_

  
Orlando Figueroa  
Vice President

Dated: October 30, 2006