

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
Westin License Company		01/11/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
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		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2777327	HP	
CORRESPONDENCE DATA			
Fax Number:	(914)640-2650		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914 640 3681		
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:	2109/USA		
NAME OF SUBMITTER:	Jennilyn M. Estacio		
Signature:	/JENNILYN M. ESTACIO/		

CH \$40.00 2777327

Date:

01/11/2007

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:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
HP	2,777,327	October 28, 2003

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 registration 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 registration 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: January 11, 2007