

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Planet Hollywood (Region IV), Inc.		11/28/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Column Financial, Inc.
Street Address:	11 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	74801651	PLANET HOLLYWOOD
Serial Number:	74500307	PLANET HOLLYWOOD
Serial Number:	75144537	PLANET HOLLYWOOD
Serial Number:	75144536	PLANET HOLLYWOOD
Serial Number:	74801271	PLANET HOLLYWOOD
Serial Number:	74801265	PLANET HOLLYWOOD
Serial Number:	74801007	PLANET HOLLYWOOD
Serial Number:	75144535	PLANETHOLLYWOOD.COM

CORRESPONDENCE DATA

Fax Number: (212)859-4000
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 859 8000
 Email: kingsca@ffhsj.com
 Correspondent Name: Carrie B. Kingsley
 Address Line 1: Fried Frank Harris Shriver & Jacobson

CH \$215.00 74801651

Address Line 2: One New York Plaza
Address Line 4: New York, NEW YORK 10004

ATTORNEY DOCKET NUMBER: 11224-90

NAME OF SUBMITTER: Carrie B. Kingsley

Signature: /cbk/

Date: 01/16/2007

Total Attachments: 4
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SECURITY AGREEMENT

(TRADEMARKS)

WHEREAS, PLANET HOLLYWOOD (REGION IV), INC., a Delaware corporation (herein referred to as "Grantor"), has adopted, used and is using the trademarks listed on the annexed Schedule 1 annexed hereto as part hereof, which trademarks are registered in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, Grantor is obligated to Column Financial, Inc., (referred to herein as the "Grantee") as defined in the Security Agreement dated as of November 30, 2006 (the "Security Agreement") among Grantor, the other Pledgors named therein and the Grantee for the payment and performance of the Secured Obligations (as defined in the Security Agreement); and

WHEREAS, pursuant to the Security Agreement, Grantor has granted to Grantee a security interest in, and mortgage on, all right, title and interest of Grantor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof (the "Collateral"), to secure the payment, performance and observance of the Secured Obligations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Grantor does hereby further grant to Grantee a security interest in, and mortgage on, the Collateral to secure the prompt payment, performance and observance of the Secured Obligations.

Grantor does hereby further acknowledge and affirm that the rights and remedies of Grantee with respect to the assignment of, security interest in and mortgage on the Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

Grantee's address is 11 Madison Avenue, New York, New York 10010.

IN WITNESS WHEREOF, Grantor has caused this Security Agreement to be duly executed by its officer thereunto duly authorized as of the 20th day of November, 2006.

PLANET HOLLYWOOD (REGION IV),
INC.

By:  _____

Name: Tom Avallone

Title: Vice President

Execution – Security Agreement (Trademarks) re: PHIV

TRADEMARK
REEL: 003461 FRAME: 0877

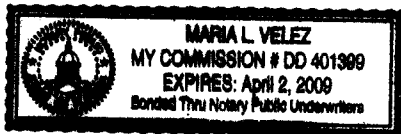
STATE OF Florida)

: SS.:

COUNTY OF Orange)

On this 26th day of November, 2006, before me personally appeared Thomas Avallone, to me known, who, being by me duly sworn, did depose and say that he resides at Orlando, Florida and that he is Vice President of Planet Hollywood (Region IV), Inc., a Minnesota corporation described in and which executed the foregoing instrument; and that he is authorized on behalf of Planet Hollywood (Region IV), Inc. to sign his name to the foregoing instrument.

Maria L. Velez
Notary Public



Acknowledgement - Security Agreement (Trademarks) re: PHIV

TRADEMARK
REEL: 003461 FRAME: 0878

SCHEDULE 1 TO SECURITY AGREEMENT

TRADEMARKS

Copyright	Issue/Filing Date	Serial No.
PLANET HOLLYWOOD – TYPED DRAWING	06/13/1991	74801651
PLANET HOLLYWOOD – GLOBE DESIGN	03/14/1994	74500307
PLANET HOLLYWOOD – TYPED DRAWING	08/05/1996	75144537
PLANET HOLLYWOOD – DESIGN	08/05/1996	75144536
PLANET HOLLYWOOD – GLOBAL DESIGN	07/28/1992	74801271
PLANET HOLLYWOOD – STYLIZED LETTERS	07/10/1991	74801265
PLANET HOLLYWOOD – TYPED DRAWING	07/13/1991	74801007
PLANET HOLLYWOOD.COM – DRAWING	08/05/1996	75144535