

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CCS Capital Concept Services GmbH		07/17/2007	COMPANY: GERMANY
RECEIVING PARTY DATA			
Name:	Park Plaza Hotels Europe B.V		
Street Address:	Hasselaerssteeg 11		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1012 MB		
Entity Type:	COMPANY: NETHERLANDS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1842522	ART'OTEL	
Registration Number:	2461135	ART'OTEL	
CORRESPONDENCE DATA			
Fax Number:	(248)649-3338		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2486493333		
Email:	smith@youngbasile.com		
Correspondent Name:	Molly B. Markley, Young Basile, P.C.		
Address Line 1:	3001 W. Big Beaver Road		
Address Line 2:	Suite 624		
Address Line 4:	Troy, MICHIGAN 48084-3107		
ATTORNEY DOCKET NUMBER:	PWF-100		
DOMESTIC REPRESENTATIVE			
Name:	Molly B. Markley		

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Address Line 1: 3001 W. Big Beaver Road
Address Line 2: Suite 624
Address Line 4: Troy, MICHIGAN 48084-3107

NAME OF SUBMITTER:	Molly B. Markley
Signature:	/Molly B. Markley/
Date:	09/10/2007

Total Attachments: 4
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THIS AGREEMENT is entered into as a deed dated 17 July 2007 and is made BETWEEN:

- (1) CCS Capital Concept Services GmbH a company incorporated under the laws of Germany with company number [•] and whose registered office is at Lietzenburger Str. 87, Berlin, Germany, 10719 (the "Assignor");
- (2) Park Plaza Hotels Europe B.V a company incorporated under the laws of the Netherlands with company number 34178306 and whose registered office is at Hasselaerssteeg 11, 1012 MB Amsterdam, the Netherlands ("Assignee 1"); and
- (3) Park Plaza Hotels Europe (Germany) B.V a company incorporated under the laws of the Netherlands with company number 34179020 and whose registered office is at Hasselaerssteeg 11, 1012 MB Amsterdam, the Netherlands ("Assignee 2");

together Assignee 1 and Assignee 2 the "Assignees".

WHEREAS:

- (A) The Assignor is the legal and beneficial owner of the Trade Marks.
- (B) The parties entered into an agreement on 4 May 2007 under which the Assignor agreed to assign all its world wide rights, title and interest in and to the Trade Marks (as defined below) to the Assignees simultaneously, conditional on the admission to listing on AIM, a market of London Stock Exchange plc, of the entire issued share capital of a new holding company ("Admission") of the Assignees.
- (C) The parties wish, by this Agreement, that the assignment of the Trade Marks (as defined below) to the Assignees be made unconditional and this Agreement shall confirm such assignment.

NOW IT IS HEREBY AGREED as follows:

1 Definitions and Interpretation

1.1 Definitions

In this Agreement and the recitals and Schedule hereto the following definitions shall have the following meanings unless the context otherwise requires:

"Admission" has the meaning given in recital (B);

"Assignee 1 Trade Marks" means the registered trade marks and applications therefor listed in Schedule 1;

"**Assignee 2 Trade Marks**" means the registered trade marks and applications therefor listed in Schedule 1;

"**Effective Date**" means the date of this Agreement;

"**Intellectual Property**" means copyrights, (including, without limitation, rights in computer software), patents, trade marks, trade names, service marks, business names (including, without limitation, internet domain names), design rights, database rights, rights in undisclosed or confidential information (such as know-how, trade secrets and inventions (whether patentable or not)), and all other intellectual property or similar proprietary rights of whatever nature (whether registered or not and including, without limitation, applications to register or rights to apply for registration) which may now or in the future subsist anywhere in the world;

"**Pre-contractual Statement**" means any agreement, undertaking, representation, warranty, promise, assurance or arrangement of any nature (which is express or implied and whether or not in written or draft form) made or given by any person prior to the execution of this Agreement in connection with any matters dealt with in this Agreement; and

"**Trade Marks**" means the Assignee 1 Trade Marks and the Assignee 2 Trade Marks.

1.2 Interpretation

In this Agreement unless the context otherwise requires:

- 1.2.1 reference to a clause or schedule are to a clause or the schedule to this Agreement. The Schedule forms part of this Agreement;
- 1.2.2 the headings in this Agreement do not affect its interpretation; and
- 1.2.3 words importing the singular include the plural and *vice versa*, words importing a gender include every gender and references to persons include corporations, partnerships and other unincorporated associations or bodies of persons.

2 Assignment of Trade Marks

- 2.1 In consideration of £1, receipt of which is hereby acknowledged, the Assignor hereby assigns to Assignee 1 all its worldwide (except Germany and Hungary) rights, title and interest in and to the Trade Marks including the benefit of the applications for registration (with the intention that if the applications are granted, the registration will vest in the Assignee) and Assignee 1 hereby accepts such assignment.
- 2.2 In consideration of £1, receipt of which is hereby acknowledged, the Assignor hereby assigns to Assignee 2 all its rights, title and interest in and to the Trade Marks in Germany and Hungary including the benefit of the applications for registration (with the intention that if the applications

Schedule
Assignee 1 Trade Marks

Proprietor	Mark text	No.	Renewal Date	Country
CCS	Art'otel	EU 001 192 533	30.06.2009	CTM
CCS	art'otel and device	EU 001 191 352	30.06.2009	CTM
CCS	Art'otel	1 420 651	04.04.2017	UK
CCS	ART'OTEL	1 842 522	28.06.2014	USA
CCS	ART'OTEL and device	2 461 135	19.06.2011	USA
CCS	Art'otel	IR 560 715	24.09.2010	International registration: Austria Benelux (Belgium, Netherlands & Luxemburg) Switzerland Spain France Germany Hungary Italy Latvia Monaco Portugal Russian Federation
CCS	art'otel and	IR 728 681	09.02.2010	International

11-JUL-2007 MI 21:29 GAEDEKE & LANDSBERG FAX NR. +49 30 27878555
11-Jul-2007 20:41 K&L Gates +4930220029499

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EXECUTED AND DELIVERED as a Deed by
CCS Capital Concept Services GmbH

Glenn Steuges

being the person who, in accordance
with the laws of that territory, are
acting under the authority of CCS
Capital Concept Services GmbH

EXECUTED AND DELIVERED as a Deed by
Park Plaza Hotels Europe BV

being the person who, in accordance
with the laws of that territory, are
acting under the authority of Park
Plaza Hotels Europe BV

EXECUTED AND DELIVERED as a Deed by
Park Plaza Hotels Europe (Germany) BV

being the person who, in accordance
with the laws of that territory, are
acting under the authority of Park
Plaza Hotels Europe (Germany) BV