

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EARL OF SANDWICH (USA) LLC		12/18/2007	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PLANET HOLLYWOOD (REGION IV), INC.		
<b>Street Address:</b>	7598 W. SAND LAKE ROAD		
<b>City:</b>	ORLANDO		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32819		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	77210469	COME IN FOR A BYTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(407)352-7310		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(407)903-5500		
<b>Email:</b>	mmcintosh@planethollywood.com		
<b>Correspondent Name:</b>	Martha H. McIntosh		
<b>Address Line 1:</b>	7598 W. Sand Lake Road		
<b>Address Line 4:</b>	Orlando, FLORIDA 32819		
<b>NAME OF SUBMITTER:</b>	Martha H. McIntosh		
<b>Signature:</b>	/Martha H. McIntosh/		
<b>Date:</b>	12/18/2007		

Total Attachments: 2

**900094480**

**TRADEMARK  
 REEL: 003680 FRAME: 0544**

**OP \$40.00 77210469**

source=Come in for a Byte#page1.tif  
source=Come in for a Byte#page2.tif

Trademark Assignment

This assignment ("Assignment") is made effective as of December 12, 2007 from Earl of Sandwich (USA), LLC ("ASSIGNOR") to Planet Hollywood (Region IV), Inc. ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademark (the "Mark") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods on which the Mark is used ("the Products").

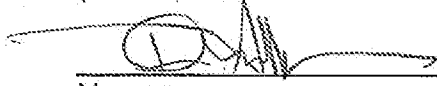
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark with: (1) the goodwill of the business relating to the Products in respect upon which the Mark is used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark and the Products.

IN WITNESS THEREOF, ASSIGNOR has executed and delivered this Assignment, as of the day and year first above written.

Earl of Sandwich (USA), LLC  
(ASSIGNOR)

  
Name: \_\_\_\_\_

Planet Hollywood (Region IV), Inc.  
(ASSIGNEE)


  
Name: \_\_\_\_\_

Exhibit A

Trademark

MARK	APPLICATION NO.	FILING DATE	CLASS (PRODUCT)
COME IN FOR A BYTE (word mark)	77/210469	June 20, 2007	Cl. 38: Internet café services, namely providing telecommunication connections to the internet in a restaurant environment.