

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
Starwood Hotels & Resorts Worldwide, Inc.		07/10/2008	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Westin Hotel Management, L.P.
Composed Of:	COMPOSED OF Starwood Hotels & Resorts Worldwide, Inc.
Street Address:	1111 Westchester Avenue
City:	White Plains
State/Country:	NEW YORK
Postal Code:	10604
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Serial Number:	78554825	HEAVENLY BED AT HOME
Registration Number:	2466525	HEAVENLY BED
Registration Number:	2851136	HEAVENLY
Registration Number:	2776045	HEAVENLY
Registration Number:	2646542	HEAVENLY SHOWER
Registration Number:	2605717	HEAVENLY CRIB
Registration Number:	2605735	HEAVENLY CRIB
Registration Number:	2605789	HEAVENLY BATH
Registration Number:	2925577	HEAVENLY BATH
Registration Number:	2851287	HEAVENLY
Registration Number:	2624406	HEAVENLY WEEKENDS
Registration Number:	2749819	HEAVENLY
Registration Number:	2757390	HEAVENLY

TRADEMARK

CORRESPONDENCE DATA

Fax Number: (914)640-2650

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: jennilyn.estacio@starwoodhotels.com

Correspondent Name: Jennilyn M. Estacio c/o Starwood Hotels

Address Line 1: 1111 Westchester Avenue

Address Line 4: White Plains, NEW YORK 10604

ATTORNEY DOCKET NUMBER:	PROJECT KRAMER
NAME OF SUBMITTER:	Jennilyn M. Estacio
Signature:	/jennilyn m. estacio/
Date:	07/10/2008
Total Attachments: 2 source=heavenly assignment 07102008104058578#page1.tif source=heavenly assignment 07102008104058578#page2.tif	

ASSIGNMENT

WHEREAS, Starwood Hotels & Resorts Worldwide, Inc., a Maryland Corporation, located and doing business at 1111 Westchester Avenue, White Plains, New York 10604 ("Assignor"), is the owner of the following trademark applications and registrations in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>SERIAL/REG. NO.</u>	<u>APPL./REG. DATE</u>
HEAVENLY GOLF	78785237	January 5, 2006
HEAVENLY BED AT HOME	78554825	January 27, 2005
HEAVENLY BED	2466525	July 3, 2001
HEAVENLY	2851136	June 8, 2004
HEAVENLY	2776045	October 21, 2003
HEAVENLY SHOWER	2646542	November 5, 2005
HEAVENLY CRIB	2605717	August 6, 2002
HEAVENLY CRIB	2605735	August 6, 2002
HEAVENLY BATH	2605789	August 6, 2002
HEAVENLY BATH	2925577	February 8, 2005
HEAVENLY	2851287	June 8, 2004
HEAVENLY WEEKENDS	2624406	September 24, 2002
HEAVENLY	2748979	August 12, 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 registrations and applications and all associated goodwill in said trademarks; and

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the above-named

registrations therefore, together with the goodwill of the business symbolized by said trademarks, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

Starwood Hotels & Resorts Worldwide, Inc.

By: _____


Michael Dejliko
Assistant Secretary

Dated: July 10, 2008

TRADEMARK

RECORDED: 07/10/2008

REEL: 003813 FRAME: 0864