

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

RELEASE BY SECURED PARTY

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Column Financial, Inc.		09/29/2008	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Plaza IP Holdings LLC (USA)
Street Address:	575 Madison Avenue, 22nd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

## PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	1455862	PP THE PLAZA
Registration Number:	1217869	PP
Registration Number:	1389501	THE PLAZA
Registration Number:	1428110	THE PLAZA
Registration Number:	2498616	YOUNG PLAZA AMBASSADORS

## CORRESPONDENCE DATA

Fax Number: (212)805-5571

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

Phone: 212-801-9200

Email: schlossd@gtlaw.com

Correspondent Name: Daniel I. Schloss, Greenberg Traurig,LLP

Address Line 1: 200 Park Avenue, 34th Floor

Address Line 4: New York, NEW YORK 10166

ATTORNEY DOCKET NUMBER:

047055.012900

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TRADEMARK  
REEL: 003871 FRAME: 0964

CH \$140.00 1455862

NAME OF SUBMITTER:	Daniel I. Schloss
Signature:	/Daniel I. Schloss/
Date:	10/16/2008
<b>Total Attachments: 4</b> source=ColumnReleaseof2006Pledge#page1.tif source=ColumnReleaseof2006Pledge#page2.tif source=ColumnReleaseof2006Pledge#page3.tif source=ColumnReleaseof2006Pledge#page4.tif	

## **RELEASE OF SECURITY INTEREST**

WHEREAS, PLAZA IP HOLDINGS LLC (USA), a limited liability company organized and existing under the laws of the State of Delaware and having an address at 575 Madison Avenue, 22<sup>nd</sup> Floor, New York, New York 10022 (hereinafter "RELEASEE") has heretofore, by that certain Plaza IP Holdings Pledge and Security Agreement (Hotel) dated as of April 7, 2006 (the "IP Agreement"), granted a security interest in the United States trademarks, trademark applications and trademark registrations together with the goodwill of the business symbolized thereby (the "Marks"), to COLUMN FINANCIAL, INC., a Delaware corporation (hereinafter "RELEASOR");

WHEREAS, RELEASEE has fully and completely discharged and satisfied its obligations to RELEASOR;

NOW, THEREFORE, RELEASOR, does hereby forever and fully release and discharge the security interest heretofore granted to RELEASOR by RELEASEE in the Marks set forth on SCHEDULE A hereto, and hereby consents that the security interest previously granted by RELEASEE in favor of RELEASOR be discharged and released of record in the U.S. Patent and Trademark Office with respect to the Marks set forth on SCHEDULE A hereto.

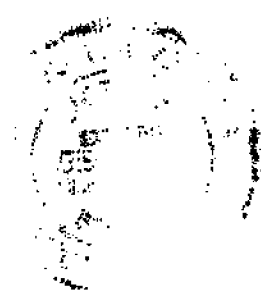
IN WITNESS WHEREOF Lender has caused this instrument to be executed by its duly authorized officer as of the 24th day of Sept, 2008.

COLUMN FINANCIAL, INC., a Delaware corporation

By: 

Name: DOLLY LAUBACH

Title: VICE PRESIDENT



STATE OF Georgia  
COUNTY OF Fulton : ss.:

On the 20<sup>th</sup> day of September in the year 2008, before me, the undersigned, personally appeared Dorey Humber, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual made such appearance before the undersigned in the Fulton County (insert the city or other political subdivision and the state or county or other place the acknowledgement was taken).

  
Notary Public



SCHEDULE A

THE MARKS

United States Trademark Applications and Registrations

Mark: PF THE PLAZA (& DESIGN)

U.S. Trademark Reg. No. 1,455,862

Registered: September 1, 1987

Filed: November 21, 1986

For: "hotel and restaurant services"

Mark: PP (Stylized)

U.S. Trademark Reg. No. 1,217,869

Registered: November 23, 1982

Filed: August 25, 1980

For "nightclub services; hotel, restaurant and catering services"

Mark: THE PLAZA

U.S. Trademark Reg. No. 1,389,501

Registered: April 8, 1986

Filed: September 9, 1985

For: "hotel and restaurant services"

Mark: THE PLAZA

U.S. Trademark Reg. No. 1,428,110

Registered: February 10, 1987

Filed: July 7, 1986

For: "metal key holders; ties, scarves and robes; candy sold exclusively on applicant's newsletters and books on a variety of topics; champagne, wine and cognac"

Mark: YOUNG PLAZA AMBASSADORS

U.S. Trademark Reg. No. 2,498,616

Registered: October 16, 2001

Filed: March 2, 1998

For: "providing a children's and young adults' club for entertainment, sporting and activities in connection with hotel services; clothing and accessories, namely, shirts, T-shirts, sweatshirts, sweat pants, tee-shirts, bathrobes, shorts, ties, nightshirts, nightgowns, jackets, coats, wind resistant jackets, headwear, scarves, gloves, hats, shoes, boots, pants, skirts, belts, dresses, blouses, jeans, leggings, body suits, socks and hosiery"