

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
ACCOR		10/29/2008	societe anonyme: FRANCE

RECEIVING PARTY DATA	
Name:	SOLUXURY HMC
Street Address:	2 rue de la Mare Neuve
City:	Evry
State/Country:	FRANCE
Postal Code:	F-91000
Entity Type:	societe a responsabilite limitee: FRANCE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	0995968	SOFITEL
Registration Number:	2853358	S SOFITEL ACCOR HOTELS & RESORTS
Registration Number:	2925104	SO BOUTIQUE
Registration Number:	2520819	WORLD & WORDS BY SOFITEL
Serial Number:	77340163	SOFITEL INSPIREDMEETINGS
Serial Number:	77193814	SO BED
Serial Number:	77091011	SO LOS ANGELES
Serial Number:	77090983	SO NEW YORK

CORRESPONDENCE DATA	
Fax Number:	(248)594-0610
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2485940600
Email:	tmdocketing@raderfishman.com
Correspondent Name:	Mary Margaret L. O'Donnell
Address Line 1:	39533 Woodward Avenue

CH \$215.00 0995968

Address Line 2: Suite 140
Address Line 4: Bloomfield Hills, MICHIGAN 48304

ATTORNEY DOCKET NUMBER: 66841

DOMESTIC REPRESENTATIVE

Name: Mary Margaret L. O'Donnell
Address Line 1: 39533 Woodward Avenue
Address Line 2: Suite 140
Address Line 4: Bloomfield Hills, MICHIGAN 48304

NAME OF SUBMITTER: Mary Margaret L. O'Donnell

Signature: /Mary Margaret L. O'Donnell/

Date: 10/30/2008

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, ACCOR ("Assignor"), is the owner of the entire right, title and interest in and to the following (collectively, the "Trademark Rights"):

Mark	Application No.	Registration No.
SOFITEL	72462502	0995968
SOFITEL INSPIREDMEETINGS	77340163	
S SOFITEL ACCOR HOTELS & RESORTS	78107333	2853358
SO BOUTIQUE	78312107	2925104
SO BED	77193814	
SO LOS ANGELES	77091011	
SO NEW YORK	77090983	
WORLD & WORDS BY SOFITEL	75751912	2520819

and any and all other rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the foregoing; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

WHEREAS, SOLUXURY HMC ("Assignee"), wishes to acquire the Trademark Rights and is the successor to the business of Assignor, or portion thereof, to which the marks pertain, which business is ongoing and existing.

NOW, THEREFORE, in view of the payment of Ten Dollars (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby assigns to Assignee, effective May 13, 2008, transferring all right, title and interest in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in Assignee good, valid and marketable title to the Trademark Rights.

This Assignment and all terms hereof shall be binding upon and shall inure to the benefit of the parties and the respective heirs, personal and legal representatives, successors and assigns.

ACCOR, ASSIGNOR

Dated: 10.29.08

By: GILLES PELUSSON

Its: CHIEF EXECUTIVE OFFICER

SOLUXURY HMC, ASSIGNEE

Dated: 10.29.08

By: YANN CAILLERE

Its: MANAGING DIRECTOR