

12-23-2009

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To the Director of the U. S. Patent and Trademark Office, please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

BAR CHATEAU MARMONT LLC

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Limited Liability Company
- Association
- Limited Partnership

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) December 16, 2009

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: GROUP 99, LLC

Internal

Address: c/o HotelsAB, LLC

Street Address: 23 East 4th Street - 5th Floor

City: New York

State: NY

Country: USA Zip: 10003

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Limited Liability C Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

77/728999

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

BAR MARMONT; filed May 5, 2009

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Sheldon Palmer c/o Galvin & Palmer

Internal Address: 23rd Floor

Street Address: 630 Third Avenue

City: New York

State: NY Zip: 10017

Phone Number: 212-983-8900

Fax Number: 212-983-8903

Email Address: sheldon@galvinpalmer.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

DEC 22 2009

12/22/2009 DEYRNE 00000075 77728999
Deposit Account Number

01 FC:8521
Authorized User Name

40.00 DP

9. Signature:

Signature

December 17, 2009

Date

Sheldon Palmer
Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, BAR CHATEAU MARMONT LLC, a limited liability company of the state of Delaware, having its principal offices at c/o HotelsAB LLC, 23 East 4th Street, 5th Floor, New York, New York 10003 is the owner of the following marks as well as the pending application for registration thereof as hereinafter enumerated:

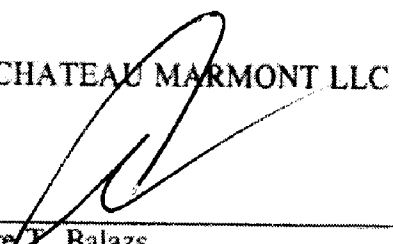
Mark	Serial No.	Filing Date
BAR MARMONT	77/728,999	May 5, 2009

WHEREAS, GROUP 99, LLC, a Delaware limited liability company having its principal office at c/o HotelsAB LLC, 23 East 4th Street, 5th Floor, New York, New York 10003 is desirous of acquiring said mark and the application for registration thereof

NOW, THEREFORE, in consideration of the sum of Ten (\$10.00) Dollars and other good and valuable consideration, receipt of which is hereby acknowledged, BAR CHATEAU MARMONT LLC does hereby assign unto the said GROUP 99, LLC all right, title and interest in and to said mark and the application for registration thereof, together with the good will of the business symbolized by the mark.

Signed at New York, New York, this ^{16th} day of ^{December} ~~November~~, 2009

BAR CHATEAU MARMONT LLC

By: 
Andre Y. Balazs,
Managing Member