

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OpBiz, LLC		01/15/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Planet Hollywood (Region IV), Inc.		
Street Address:	6052 Turkey Lake Road		
City:	Orlando		
State/Country:	FLORIDA		
Postal Code:	32819		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3444859	A-LIST PLAYERS CLUB	
Registration Number:	3493690	THE PLEASURE PIT	
Registration Number:	3493624	THE PLAYING FIELD	
Registration Number:	3653008	HEART	
CORRESPONDENCE DATA			
Fax Number:	(702)785-5080		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7027855242		
Email:	kseltzer@planethollywood.com		
Correspondent Name:	Kevin M. Seltzer		
Address Line 1:	3667 Las Vegas Boulevard South		
Address Line 4:	Las Vegas, NEVADA 89109		
NAME OF SUBMITTER:	Kevin M. Seltzer		
Signature:	/KevinMSeltzer/		

OP \$115.00 3444859

TRADEMARK

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REEL: 004133 FRAME: 0529

Date:

01/19/2010

Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "Agreement"), dated as of January 15th, 2010, is by and between Opbiz, LLC d/b/a Planet Hollywood Resort & Casino, a Nevada limited liability company having its principal offices at 3667 Las Vegas Boulevard South, Las Vegas, Nevada 89109, U.S.A (hereinafter referred to as "Assignor"), and Planet Hollywood (Region IV), Inc., a Minnesota corporation having its principal offices at 6052 Turkey Lake Road, Orlando, Florida 32819, U.S.A. (hereinafter referred to as "Assignee"). The Assignor and Assignee sometimes collectively referred to herein as the "Parties."

WHEREAS, Assignor has the right to assign all of its right, title and interest in and to the trademarks and the registrations listed on the attached Exhibit A (the "Marks" and the "Registrations", respectively);

WHEREAS, pursuant to Section 3.12 of that certain Amended & Restated Planet Hollywood Resort & Casino Licensing Agreement ("Licensing Agreement") dated August 9, 2004, Assignor is obligated to transfer all of its right, title and interest in and to the Marks and the Registrations to Assignee who was considered the owner of the Marks and the Registrations pursuant to the terms of such Licensing Agreement.

WHEREAS, Assignee is desirous of acquiring all of the Assignor's right, title and interest in, to and under the Marks and the Registrations, and all goodwill associated therewith;

NOW, THEREFORE, in consideration of the sum of One hundred U.S. Dollars (\$100.00) and other good and valuable consideration, the receipt, sufficiency and reasonably equivalent value of which are hereby mutually acknowledged, Assignor has, and by these presents does hereby irrevocably sell, assign, transfer and convey unto Assignee, its successors

and assigns, all right, title and interest of Assignor in and to: (a) the Marks; (b) the Registrations and any and all other issued federal or state trademark or service mark registrations of the Marks which Assignor may own; (c) any and all pending federal and state applications to register the Marks; (d) all common law rights in, to and under the Marks; (e) all other rights in, to and under the Marks, together with and including all goodwill of the business symbolized by the Marks; (f) any and all rights to income, royalties, profits, compensations, license fees or other payments or remuneration of any kind relating to the Marks, and/or the goodwill under the Marks; and (g) all claims or causes of action Assignor has or may have in connection with the Marks including, but not limited to, the right to sue and recover damages for any and all past, present or future infringements or misappropriations of the Marks.

Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith. 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 all of Assignor's right, title and interest in and to the Marks and the Registrations.

This instrument and the assignment effected hereunder contain the entire agreement between the Parties concerning the subject matter herein.

[SIGNATURES FOLLOW ON PAGE 3]

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by an authorized representative as of the day and the year first written above.

OPBIZ, LLC d/b/a Planet Hollywood Resort & Casino

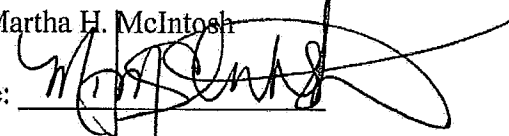
Name: Mark Helm

Signature: 

Title: Sr. VP and General Counsel

PLANET HOLLYWOOD (REGION IV), INC.

Name: Martha H. McIntosh

Signature: 

Title: Vice President & General Counsel

EXHIBIT A

<u>Marks</u>	<u>Registration Number</u>
A-LIST PLAYERS CLUB	3,444,859
THE PLEASURE PIT	3,493,690
THE PLAYING FIELD	3,493,624
HEART	3,653,008