

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
Regent Hospitality Worldwide, LLC		06/22/2010	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	Regent Hospitality (BVI) Limited		
Street Address:	Suite 1408, 14/F		
Internal Address:	The Centre Mark, 287-299 Queen's Road		
City:	Central		
State/Country:	HONG KONG		
Entity Type:	British Virgin Island business company: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	3205643	CIRCLES OF INTEREST	
Registration Number:	1521777	R	
Registration Number:	2227789	R	
Registration Number:	1629732	R	
Registration Number:	3386048	LIVE THE LUXURY	
Registration Number:	3300968	LIVE THE LUXURY	
Registration Number:	2654664	LUXURY FOR ALL THE SENSES	
Registration Number:	2810457	PARTNER ADVANTAGE	
Registration Number:	1139113	REGENT	
Registration Number:	3368573	REGENT	
Registration Number:	3368577	REGENT	
Registration Number:	3572244	REGENT	
Registration Number:	3311971	REGENT SEVEN SEAS CRUISES	
Registration Number:	3311970	REGENT SEVEN SEAS CRUISES	

OP \$440.00 3205643

Registration Number:	3588011	TAO OF REGENT
Registration Number:	1514562	THE REGENT
Registration Number:	3285882	THE REGENT TRAVEL CONCIERGE

CORRESPONDENCE DATA

Fax Number: (202)408-4400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202.408.4050
Email: docketing@finnegan.com
Correspondent Name: David M. Kelly
Address Line 1: 901 New York Avenue, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:	11456.0001-00000
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DOMESTIC REPRESENTATIVE

Name: David M. Kelly
Address Line 1: 901 New York Avenue, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:	David M. Kelly
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Signature:	/David M. Kelly/
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Date:	08/18/2010
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Total Attachments: 2
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source=signed Assignment Regent Hospitality Worldwide LLC#page2.tif

ASSIGNMENT

Regent Hospitality Worldwide, LLC, a Minnesota, USA corporation with its principal place of business at 12755 State Highway 55, Minneapolis, MN 55441, USA ("Assignor"), is the record owner of the marks identified in Exhibit A and of the U.S. trademark registrations therefor ("the Trademarks").

On approximately June 22, 2010, Regent Hospitality (BVI) Limited, a British Virgin Islands business company ("Assignee"), with an address at Suite 1408, 14/F, The Centre Mark, 287-299 Queen's Road, Central Hong Kong, acquired the Trademarks from Assignor. Assignee is the owner in fact of the Trademarks and the parties desire to reflect this fact in the records of the U.S. Patent and Trademark Office.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns nunc pro tunc as of June 22, 2010 to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

Regent Hospitality Worldwide, LLC

**REGENT HOSPITALITY WORLDWIDE,
LLC.**

**By: Regent Hospitality (BVI) Limited, sole
member**

For and on behalf of
CAVAN NOMINEES LIMITED

.....
Authorized Signature(s)

**For and behalf of Cavan Nominees Limited, as
sole director of Regent Hospitality (BVI) Ltd.**

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Date: 16 AUGUST 2010

TRADEMARK

REEL: 004262 FRAME: 0975

EXHIBIT A

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
CIRCLE OF INTEREST	3,205,643	February 6, 2007
DESIGN (Oval R Logo)	1,521,777	January 24, 1989
DESIGN (Oval R Logo)	2,227,789	March 2, 1999
DESIGN (R Logo)	1,629,732	January 1, 1991
LIVE THE LUXURY	3,386,048	February 19, 2008
LIVE THE LUXURY	3,300,968	October 2, 2007
LUXURY FOR ALL THE SENSES	2,654,664	November 26, 2002
PARTNER ADVANTAGE	2,810,457	February 3, 2004
REGENT	1,139,113	August 26, 1980
REGENT	3,368,573	January 15, 2008
REGENT (Script)	3,368,577	January 15, 2008
REGENT (Script)	3,572,244	February 10, 2009
REGENT SEVEN SEAS CRUISES	3,311,971	October 16, 2007
REGENT SEVEN SEAS CRUISES (Script)	3,311,970	October 16, 2007
TAO OF REGENT	3,588,011	March 10, 2009
THE REGENT (Script)	1,514,562	November 29, 1988
THE REGENT TRAVEL CONCIERGE	3,285,882	August 28, 2007