

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
Regent Hospitality (BVI) Limited		06/22/2010	British Virigin Island business company: BRITISH VIRGIN ISLANDS

RECEIVING PARTY DATA

Name:	Regent Hospitality Worldwide, Inc.
Street Address:	Suite 1408, 14/F
Internal Address:	The Centre Mark, 287-299 Queen's Road
City:	Central
State/Country:	HONG KONG
Entity Type:	LIMITED LIABILITY COMPANY: CAYMAN 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

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Registration Number:	3311970	REGENT SEVEN SEAS CRUISES
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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ASSIGNMENT

Regent Hospitality (BVI) Limited, a British Virgin Islands business company with an address at Suite 1408, 14/F, The Centre Mark, 287-299 Queen's Road, Central Hong Kong ("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 Worldwide, Inc., a Cayman Islands limited liability 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 (BVI) Limited

For and on behalf of
CAVAN NOMINEES LIMITED

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Authorized Signature(s)

By: _____

Name: AMY SHUM

Title: AUTHORIZED SIGNATORY

Date: 16 AUGUST 2010

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