

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
SBE Entertainment Group, LLC		12/28/2010	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	SBE Hotel Licensing, LLC
Street Address:	8000 BEVERLY BOULEVARD
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90048
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 107

Property Type	Number	Word Mark
Serial Number:	77471103	ALTITUDE
Serial Number:	77471105	ALTITUDE AT SLS
Serial Number:	77637255	SERIOUSLY LOVELY SPACES
Serial Number:	77637545	SHINY LEATHER SHOES
Serial Number:	77637546	SHINY LEATHER SHOES
Serial Number:	77637632	SO LONG SWEETIE
Serial Number:	77671530	SURF LOVELY SITES
Serial Number:	77670931	SWEET LITTLE SURPRISES
Serial Number:	77675269	SWEET LITTLE SURRENDER
Serial Number:	77670806	SWEETHEARTS LOVINGLY SHARE
Serial Number:	77637370	SWIFT LAUNDRY SERVICE
Serial Number:	77471268	BAR CENTRO
Serial Number:	77701338	BATH
Serial Number:	77701428	BODY

CH \$2690.00 77471103

Serial Number:	77633526	BODY LOTION BY SLS
Serial Number:	77633317	BODY WASH BY SLS
Serial Number:	77637548	C CIEL SPA AT SLS
Serial Number:	77977312	CIEL SPA AT SLS
Serial Number:	77586644	CIEL SPA AT SLS
Serial Number:	77586651	CIEL-SPA AT SLS
Serial Number:	77701473	CONDITIONER
Serial Number:	77633211	CONDITIONER BY SLS
Serial Number:	77701616	FACE
Serial Number:	77633561	FACE WASH BY SLS
Serial Number:	77636452	HAND WASH BY SLS
Serial Number:	77701585	HANDS
Serial Number:	77304164	
Serial Number:	77217183	
Serial Number:	77304137	
Serial Number:	77304120	
Serial Number:	77304076	
Serial Number:	77304098	
Serial Number:	77217198	
Serial Number:	77217247	
Serial Number:	77614331	
Serial Number:	77217155	
Serial Number:	77217260	
Serial Number:	77255416	
Serial Number:	77217226	
Serial Number:	77610299	
Serial Number:	77351147	PATISSERIE AT SLS
Serial Number:	77312486	PILLOW PARTICULARS
Serial Number:	77312551	PURE
Serial Number:	77772900	ROJO Y BLANCA
Serial Number:	77550035	ROJO Y BLANCA AT SLS
Serial Number:	77535160	SAAM AT SLS
Serial Number:	77891851	SAAM LITTLE SECRET
Serial Number:	77223531	SAVOUR LIFE SLOWLY
Serial Number:	77680653	SCENTED LUXURY SACHET

Serial Number:	77680635	SCORCHED LIPS SATIATED
Serial Number:	77780976	SCRIBBLE LITTLE SECRETS
Serial Number:	77300478	SECLUDED LITTLE SPOTS
Serial Number:	77300501	SECLUDED LITTLE SPOTS
Serial Number:	77671020	SEDUCTIVE LITTLE SECRETS
Serial Number:	77222562	SEE LIFE SIDEWAYS
Serial Number:	77637235	SEE LIFE SIDEWAYS
Serial Number:	77295125	SEE LINGERING SUNSETS
Serial Number:	77781650	SEEK LOVELY SENSATIONS
Serial Number:	77223806	SEEK LOVELY SENSATIONS
Serial Number:	77587352	SEEKING LOST SOLACE
Serial Number:	77223422	SERIOUSLY LAVISH SUITES
Serial Number:	77637211	SERIOUSLY LAVISH SUITES
Serial Number:	77223597	SEXY LITTLE SCENARIOS
Serial Number:	77271962	SEXY LITTLE SENTIMENTS
Serial Number:	77701491	SHAMPOO
Serial Number:	77633278	SHAMPOO BY SLS
Serial Number:	77853238	SHOES LOVE SHINING
Serial Number:	77783091	SILLY LITTLE SAYINGS
Serial Number:	77223550	SILLY LITTLE SAYINGS
Serial Number:	77778583	SIP LIQUIDS SLOWLY
Serial Number:	77587227	SIP LIQUOR SLOWLY
Serial Number:	77781188	SIP LIQUORS SLOWLY
Serial Number:	77591741	SLAP LECHEROUS STRANGERS
Serial Number:	77311393	SLS
Serial Number:	77215934	SLS
Serial Number:	77311376	SLS AT BEVERLY HILLS
Serial Number:	77311414	SLS HOTEL
Serial Number:	77311335	SLS HOTEL AT BEVERLY HILLS
Serial Number:	77207312	SLS HOTELS
Serial Number:	77216002	SLS HOTELS
Serial Number:	77680648	SMALL LITTLE SCRATCH
Serial Number:	77591695	SMOOCH LARGE SAILORS
Serial Number:	77684256	SOCIETY'S LATEST SCANDAL
Serial Number:	77300447	SOME LIGHT SNACKS

Serial Number:	77671026	SOME LOVELY SPA
Serial Number:	77872342	SOMEONE'S LUCKY SEARCH
Serial Number:	77872369	SOMEONE'S LUCKY SLEEPOVER
Serial Number:	77679323	SOMETHING LOVELY'S STARTED
Serial Number:	77289879	SOMETHING LOVELY'S STARTING
Serial Number:	77794782	SOULS LARGELY SATISFIED
Serial Number:	77585861	SOULS LARGELY SATISFIED
Serial Number:	77637261	SPARKLE LIKE SUNSHINE
Serial Number:	77670653	SPECIAL LITTLE SOMETHINGS
Serial Number:	77591715	SPEEDILY LAUNDERED SHIRTS
Serial Number:	77794576	STAR LIT SOIRÉE
Serial Number:	77591734	START LISTENING SOON
Serial Number:	77223444	START LIVING SLOWLY
Serial Number:	77781238	START LIVING SLOWLY
Serial Number:	77375518	START LIVING SMART
Serial Number:	77375497	START LIVING SMART
Serial Number:	77375574	START LIVING SMARTLY
Serial Number:	77375544	START LIVING SMARTLY
Serial Number:	77591720	SUPER LARGE SCOTCH
Serial Number:	77872349	SWEET LITTLE SHINDIG
Serial Number:	77786557	SWEET LITTLE SNACKS
Serial Number:	77312609	THE BAZAAR
Serial Number:	77586622	TRES AT SLS

CORRESPONDENCE DATA

Fax Number: (312)750-6546
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 312.269.8000
Email: apeterson@ngelaw.com, leulgen@ngelaw.com
Correspondent Name: Lee J Eulgen
Address Line 1: 2 North LaSalle Suite 1700
Address Line 2: Neal, Gerber & Eisenberg LLP
Address Line 4: Chicago, ILLINOIS 60602

ATTORNEY DOCKET NUMBER:	023244.0706
NAME OF SUBMITTER:	Lee J Eulgen
Signature:	/Lee J Eulgen/

TRADEMARK

REEL: 004470 FRAME: 0564

Date:

02/09/2011

Total Attachments: 20

source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page1.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page2.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page3.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page4.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page5.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page6.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page7.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page8.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page9.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page10.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page11.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page12.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page13.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page14.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page15.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page16.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page17.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page18.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page19.tif
source=Trademark and Copyright Assignment (SBE Entertainment and SBE Hotel Licensing)#page20.tif

TRADEMARK AND COPYRIGHT ASSIGNMENT

THIS TRADEMARK AND COPYRIGHT ASSIGNMENT (this "Assignment") is executed and delivered as of the 28th day of December, 2010 (the "Closing Date"), by SBE ENTERTAINMENT GROUP, LLC, a California limited liability company ("Assignor") in favor of SBE HOTEL LICENSING, LLC, a California limited liability company ("Assignee").

WHEREAS, as between Assignor and Assignee, Assignor is the owner of all right, title and interest in and to the copyrights, trademarks, trademark registrations and applications set forth on Exhibit A attached hereto (collectively, the "Marks");

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest in and to the Marks;

NOW, THEREFORE, in consideration of mutual covenants and agreements set forth below, and for \$1.00 and other good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

1. Assignment. Assignor hereby irrevocably and unconditionally grants, conveys, transfers, and assigns to Assignee (i) all of Assignor's right, title and interest in and to the Marks together with the goodwill of the business symbolized by and associated with the Marks (Assignee being the successor to that portion of the Assignor's business to which the Marks pertain), including all common law rights in the Marks, trademark and copyright registrations and applications for the Marks, and all other corresponding rights that are or may be secured under the laws of the United States, any jurisdiction thereof, any foreign country or any multinational jurisdiction now or hereafter in effect, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; (ii) the exclusive right to conduct business in connection with the Marks; and (iii) all rights to income, royalties, and license fees deriving from the Marks, all causes of action, claims, and rights to damages or profits, arising by reason of past, present and future infringements or unauthorized uses of the Marks or injury to the goodwill associated with the Marks and the right to sue for and collect such damages, as permitted under the applicable laws for any jurisdiction or country in which such claims may be asserted for the use and benefit of Assignee and its successors, assigns and other legal representatives.

2. Registration. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, the Register of Copyrights of the United States, and the empowered officials of all other governments, and the diverse registrars, commissioners and other official authorities charged with the registration and issuance of trademarks and copyrights in the various affected jurisdictions to record Assignee as the owner of the Marks and to issue to Assignee, in lieu of Assignor, in accordance with this instrument, all future certificates, notices and any other communications and documents bearing on the Marks.

LEGAL_US_W # 66662492.4

3. Post-Closing Filings.

3.1. Recordable Instrument Definition. A Recordable Instrument shall mean a written document which summarizes Assignor's assignment and grant of all right, title and interest in and to the Mark(s), as applicable, to Assignee as set forth herein and meets the requirements for filing or recordation with a governmental body, including without limitation, any and all short form assignments, certified copies or copies of short form assignments, powers of attorney, official documents, affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other materials or documentation, including any certification, notarization or legalization thereof whether by apostille or other legalization, required to be filed with the governmental body in connection therewith.

3.2. Post-Closing US Filings. With respect to all Marks registered in the United States (as listed in Exhibit A attached hereto), Assignor shall take such further actions and shall deliver and record with the appropriate filing offices and registrars all Recordable Instruments and any other documents required to establish Assignee as the owner of record with respect to the Marks registered in the United States. Assignor shall provide Assignee with written proof of the filing of each such Recordable Instrument within sixty (60) days of the Closing Date.

3.3. Post-Closing International Filings. With respect to all Marks registered internationally (as listed in Exhibit A attached hereto), Assignor shall file a Recordable Instrument with the appropriate governmental body for each or which covers each Mark application and registration in each of the international territories and provide Assignee with written proof of the filing of each such Recordable Instrument within ninety (90) days of the Closing Date.

4. Assistance. This Agreement is valid as between the parties as of the date hereof. Assignor agrees to perform, at Assignee's expense, all acts deemed necessary or desirable by Assignee to permit and assist Assignee in perfecting and enforcing the full benefits, enjoyment, rights, title and interest throughout the world in all Marks, and the intellectual property rights therein assigned to Assignee hereunder. Such acts may include execution of documents, including any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith reasonably necessary to perfect such benefits, enjoyment, rights, title and interest in Assignee, assistance and cooperation in the registration and enforcement of applicable intellectual property rights or other legal proceedings, including providing documents and materials in the possession or control of Assignor, testifying in any legal proceedings, signing lawful papers and making all lawful oaths at Assignee's expense, and generally doing everything that is reasonably necessary to aid Assignee in obtaining and enforcing proper protection for applicable intellectual property rights.

5. Attorney in Fact. If Assignee or its successor or assignee is unable, for any reason, to obtain a signature of Assignor on a document necessary to perfect the transfer or assignment of the Marks, Assignor hereby irrevocably appoints Assignee as Assignor's agent and attorney-in-fact, which appointment is coupled with an interest, to act for and on behalf of

Assignor to execute, verify, and file any documents with the same legal force and effect as if executed by Assignor.

6. Representations and Warranties. Assignor represents, warrants and covenants that:

6.1. Assignor has the full right, power and authority to enter into and to fully perform all its obligations hereunder, and to grant Assignee the rights granted hereunder, which to the best of Assignor's knowledge does not infringe upon any rights of any third party;

6.2. Assignor has not made, and will not make, any contractual or other commitment which would hinder the full performance of this Assignment, and Assignor has no knowledge of any action taken by it and will take no action intended to impair the value of, or interfere with Assignee's enjoyment of, the rights granted and the services to be rendered by Assignor hereunder;

6.3. To the best of Assignor's knowledge, the Marks do not violate, conflict with, or infringe upon any rights whatsoever including, without limitation, the trademark rights of any person or entity; and

6.4. To the best of Assignor's knowledge, no claim, suit, action or other proceeding has been threatened or brought in connection with Assignor, or persons or entities associated with Assignor, which would or might materially affect any of the rights granted by Assignor to Assignee in this Assignment.

7. General.

7.1. Governing Law. This Assignment shall be construed in accordance with, and governed in all respects by, the internal laws of the State of California (without giving effect to principles of conflicts of laws). Any legal action or other legal proceeding relating to this Assignment or the enforcement of any provision of this Assignment shall be brought or otherwise commenced exclusively in any state or federal court in and for Los Angeles, California. Each party expressly and irrevocably consents to the jurisdiction of each such court (and each appellate court thereof).

7.2. Assignment. Assignee may assign any of its rights or delegate any of its obligations under this Assignment to any third party without the consent of Assignor, and, upon such assignment, such third party shall be solely responsible for the performance of all of the obligations of Assignee under this Agreement. This Assignment will apply to, be binding in all respects upon, and inure to the benefit of the successors and assigns of Assignee.

7.3. Waiver; Amendment. Any agreement on the part of a party to any extension or waiver of any provision hereof shall be valid only if set forth in an instrument in writing signed on behalf of such party. A waiver by a party of the performance of any covenant, agreement, obligation, condition, representation or warranty shall not be construed as a waiver of any other covenant, agreement, obligation, condition, representation or warranty. A waiver by any party of the performance of any act shall not constitute a waiver of the performance of any

LEGAL_US_W # 66662492.4

other act or an identical act required to be performed at a later time. This Assignment may not be amended, modified or supplemented except by written agreement of the parties.

7.4. Severability. If any provision of this Assignment is held illegal, invalid or unenforceable by any court of competent jurisdiction, the other provisions of this Assignment will remain in full force and effect. Any provision of this Assignment held illegal, invalid or unenforceable only in part or degree will remain in full force and effect to the extent not held illegal, invalid or unenforceable.

7.5. Construction. This Assignment was negotiated by the parties with the benefit of legal representation and any rule of construction or interpretation otherwise requiring this Assignment to be construed or interpreted against any party shall not apply to any construction or interpretation hereof.

7.6. Exhibits and Schedules. All exhibits and schedules attached hereto are hereby incorporated by reference into and made a part of this Assignment.

7.7. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which when taken together shall constitute one and the same instrument.

[Signature Page Follows]

LEGAL_US_W # 66662492.4

IN WITNESS WHEREOF, each of the parties hereto has executed this Assignment, or has caused this Assignment to be executed on its behalf by a representative duly authorized, all as of the date first above set forth.

"Assignor"

SBE ENTERTAINMENT GROUP, LLC,
a California limited liability company

By: 

Name: Sam Nazarian

Title: Manager

"Assignee"

SBE HOTEL LICENSING, LLC,
a California limited liability company

By: 

Name: _____

Title: _____

(Signature Page to Trademark Assignment Agreement)

EXHIBIT A

SLS INTELLECTUAL PROPERTY - COPYRIGHTS

NAME OF COPYRIGHT	COPYRIGHT REGISTRATION NO.	COPYRIGHT REGISTRATION DATE
Ciel Spa Logo	VA0001666162	2009
SLS Bell Image	VA0001663650	2008
SLS Monkey Chandelier	VA0001665973	2007
SLS Monkey Bell Logo	VAu000959993	2007
SLS Monkey Dancing Logo	VA0001622951	2007
SLS Monkey Key Logo	VA0001623858	2007
SLS Monkey Mirror Logo	VAu000960007	2007
SLS Monkey with Cup for Drinking Logo	VA0001622884	2007
SLS Monkey with Magnifying Glass Logo	VA0001622889	2007
SLS Monkey with Ring Logo	VA0001622918	2007
SLS Monkey Fork Logo	VAu000955052	2007
SLS Writing Instrument Image	VA0001650715	2008
SLS Goblet Image	VA0001685934	2008
SLS Monkey Writing Logo	VA0001623856	2007
SLS Mirror Image	VA0001650719	2008
SLS Key Image	VA0001639699	2008
SLS Fork Image	VA0001640494	2008
SLS Ring Image	VA0001663591	
SLS Magnifying Glass Image	VA0001686455	

[EXHIBIT A CONTINUED]

EXHIBIT A (CONTINUED)
SLS INTELLECTUAL PROPERTY - TRADEMARKS

[Attached]

LEGAL_US_W # 66662492.4

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-01T1	United States of America	Allowed	ALTITUDE	77471103	09-May-2008			41 INT., 44 INT.	Providing recreational services in the nature of pools, providing swimming pools, providing swimming pools at a hotel, providing personal training, namely, strength and conditioning training and providing exercise facilities; Massage	SBE Entertainment Group
23244-02T1	United States of America	Allowed	ALTITUDE AT SLS	77471105	10-May-2008			41 INT., 44 INT.	Providing recreational services in the nature of pools, providing swimming pools, providing swimming pools at a hotel, providing personal training, namely, strength and conditioning training and providing exercise facilities; massage	SBE Entertainment Group
23244-213T1	United States of America	Registered	SERIOUSLY LOVELY SPACES	77637255	19-Dec-2008	3772921	06-Apr-2010	16 INT.	Postcards and picture postcards	SBE Entertainment Group
23244-206T2	United States of America	Registered	SHINY LEATHER SHOES	77637545	21-Dec-2008	3779092	20-Apr-2010	37 INT.	Providing shoe shine services for guests in the hotel	SBE Entertainment Group
23244-206T1	United States of America	Allowed	SHINY LEATHER SHOES	77637546	21-Dec-2008			22 INT.	shoe bags for storage	SBE Entertainment Group
23244-186T1	United States of America	Supp Register	SO LONG SWEETIE	77637632	22-Dec-2008	3786396	04-May-2010	16 INT.	Envelopes; Envelopes for stationary use	SBE Entertainment Group
23244-189T1	United States of America	Allowed	SURF LOVELY SITES	77671530	16-Feb-2009			35 INT., 38 INT., 42 INT., 43 INT.	Business services, namely, document copying provided to hotel guests; Rental of access time to global computer networks for hotel guests; Rental of computers, computer peripherals and computer printers to hotel guests; Hotel services	SBE Entertainment Group
23244-190T1	United States of America	Allowed	SWEET LITTLE SURPRISES	77670931	15-Feb-2009			43 INT.	Hotel, bar and restaurant services	SBE Entertainment Group
23244-191T1	United States of America	Registered	SWEET LITTLE SURRENDER	77675289	20-Feb-2009	3769004	30-Mar-2010	43 INT.	Hotel, restaurant and bar services	SBE Entertainment Group
23244-192T1	United States of America	Registered	SWEETHEARTS LOVINGLY SHARE	77670806	14-Feb-2009	3768896	30-Mar-2010	43 INT.	Hotel, bar and restaurant services	SBE Entertainment Group
23244-193T1	United States of America	Registered	SWIFT LAUNDRY SERVICE	77637370	20-Dec-2008	3779091	20-Apr-2010	22 INT.	Laundry bags	SBE Entertainment Group
23244-06T1	United States of America	Registered	BAR CENTRO	77471268	11-May-2008	3607401	14-Apr-2009	43 INT.	bar and restaurant services	SBE Entertainment Group, LLC
23244-07T1	United States of America	Registered	BATH (& BOTTLE DESIGN)	77701338	27-Mar-2009	3704853	03-Nov-2009	03 INT.	body washes; liquid soaps; soaps for body care	SBE Entertainment Group, LLC
23244-08T1	United States of America	Registered	BODY (& BOTTLE DESIGN)	77701428	27-Mar-2009	3695881	13-Oct-2009	03 INT.	Body lotion	SBE Entertainment Group, LLC
23244-08T1	United States of America	Registered	BODY LOTION BY SLS	77635226	15-Dec-2008	3703360	27-Oct-2009	03 INT.	Body Lotion	SBE Entertainment Group, LLC
23244-10T1	United States of America	Registered	BODY WASH BY SLS	77633317	15-Dec-2008	3703359	27-Oct-2009	03 INT.	Body washes; liquid soaps; soaps for body care	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-11T1	United States of America	Registered	C CIEL SPA AT SLS (& DESIGN)	77637548	21-Dec-2008	3650800	07-Jul-2009	44 INT.	Spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; Making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-13T3	Canada	Pending	CIEL SPA AT SLS	1433144	01-Apr-2009			41 INT., 44 INT.	making reservations for others for physical fitness; providing personal training services; providing fitness and exercise facilities; spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; Making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-13T4	China (People's Republic)	Pending	CIEL SPA AT SLS	7306518	07-Apr-2009			44 INT.	aromatherapy services; massage; manicuring; health spa services; beauty salons; solarium services; hair salon; steam baths	SBE Entertainment Group, LLC
23244-13T6	Hong Kong	Registered	CIEL SPA AT SLS	301318987	03-Apr-2009	301318987	03-Apr-2009	44 INT.	spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-1317	Japan	Pending	CIEL SPA AT SLS	2009025056	03-Apr-2009			44 INT.	Cosmetic facial and body care services; beauty and esthetic salon treatments; aromatherapy; reflexology; health checking and consultation; therapeutic massages; facial and body care treatment, beauty and esthetic salon treatment, massage, aromatherapy and reflexology, all provided by using tubs; making reservations for others for cosmetic facial and body care services, beauty and esthetic salon treatments, aromatherapy, reflexology, health checking and consultation and massages; nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-1318	Macau	Registered	CIEL SPA AT SLS	N042397	03-Apr-2009	N042397	25-Sep-2009	44 INT.	spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services; namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-1319	Mexico	Pending	CIEL SPA AT SLS	1000121	06-Apr-2009			44 INT.	spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services; namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-13110	United Arab Emirates	Pending	CIEL SPA AT SLS	127848	05-Apr-2009			44 INT.	spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services; namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former-Owner
23244-13T2	United States of America	Registered	CIEL SPA AT SLS	77977312	06-Oct-2008	3665010	04-Aug-2009	44 INT.	Spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling.	SBE Entertainment Group, LLC
23244-13T1	United States of America	Registered	CIEL SPA AT SLS	77586644	06-Oct-2008	3664975	04-Aug-2009	41 INT.	Making reservations for others for physical fitness; providing personal training services; providing fitness and exercise facilities	SBE Entertainment Group, LLC
23244-16T1	United States of America	Registered	CIEL SPA AT SLS	77586651	06-Oct-2008	3710182	10-Nov-2009	44 INT.	Spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; Making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-14T1	United States of America	Registered	CONDITIONER (& BOTTLE DESIGN)	77701473	27-Mar-2009	3714586	24-Nov-2009	03 INT.	Hair conditioner	SBE Entertainment Group, LLC
23244-17T1	United States of America	Registered	CONDITIONER BY SLS	77633211	15-Dec-2008	3703356	27-Oct-2009	03 INT.	hair conditioner	SBE Entertainment Group, LLC
23244-23T1	United States of America	Registered	FACE (& BOTTLE DESIGN)	77701616	28-Mar-2009	3695584	13-Oct-2009	03 INT.	facial washes	SBE Entertainment Group, LLC
23244-24T1	United States of America	Registered	FACE WASH BY SLS	77633561	15-Dec-2008	3703362	27-Oct-2009	03 INT.	facial washes; liquid soaps	SBE Entertainment Group, LLC
23244-32T1	United States of America	Registered	HAND WASH BY SLS	77636452	18-Dec-2008	3703375	27-Oct-2009	03 INT.	non-medicated skin care preparations, namely, hand washes; liquid soaps for hands	SBE Entertainment Group, LLC
23244-33T1	United States of America	Registered	HANDS (& BOTTLE DESIGN)	77701585	28-Mar-2009	3695682	13-Oct-2009	03 INT.	non-medicated skin care preparations, namely, hand washes; liquid soaps for hands	SBE Entertainment Group, LLC
23244-220T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ FORK)	77304164	15-Oct-2007	3665608	20-Jan-2009	43 INT.	Hotel, bar and restaurant services; food and beverage services, namely, providing room service and in-hotel bar service	SBE Entertainment Group, LLC
23244-221T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ GOBLET)	77217183	27-Jun-2007	3616680	05-May-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-222T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ HAND BELL)	77304137	15-Oct-2007	3585607	20-Jan-2009	45 INT.	Concierge services for others comprised of making requested personal arrangements and reservations and providing customer-specific information to meet individual needs rendered together in a hotel	SBE Entertainment Group, LLC
23244-222T2	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ HAND BELL)	77304120	15-Oct-2007	3683704	15-Sep-2009	41 INT., 43 INT.	Nightclub services, providing advice to hotel guests and business travelers on nightclub destinations; Hotel, bar and restaurant services; hotel services for preferred customers; providing advice to hotel guests and business travelers on restaurant destinations	SBE Entertainment Group, LLC
23244-223T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ HAND MIRROR)	77304076	15-Oct-2007	3585605	20-Jan-2009	41 INT.	providing fitness and exercise facilities	SBE Entertainment Group, LLC
23244-223T2	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ HAND MIRROR)	77304098	15-Oct-2007	3585606	20-Jan-2009	44 INT.	Health and spa services for health and wellness of the body and spirit offered at a hotel	SBE Entertainment Group, LLC
23244-224T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ KEY)	77217198	27-Jun-2007	3583337	06-Jan-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-225T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ MAGNIFYING GLASS)	77217247	27-Jun-2007	3583339	06-Jan-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-225T2	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ MAGNIFYING GLASS)	77614331	14-Nov-2008	3622982	19-May-2009	41 INT.	Providing recreational services in the nature of pools; providing swimming pools; providing swimming pools at a hotel; providing personal training, namely, strength and conditioning training; and providing exercise facilities	SBE Entertainment Group, LLC
23244-226T1	United States of America	Registered	MISCELLANEOUS DESIGN (MONKEY W/ PEN)	77217155	27-Jun-2007	3623614	19-May-2009	43 INT.	Hotel services; hotel services for preferred customers; hotels; resort hotels	SBE Entertainment Group, LLC
23244-208T1	United States of America	Allowed	MISCELLANEOUS DESIGN (MONKEY W/ DIAMOND RING)	77217260	27-Jun-2007			41 INT., 43 INT.	Special event planning, namely, providing wedding coordination services; Providing banquet and social function facilities for special occasions	SBE Entertainment Group, LLC
23244-214T1	United States of America	Registered	MISCELLANEOUS DESIGN (SITTING MAN WITH HORNS/GOBLET) S-BAR LOGO	77255416	15-Aug-2007	3417922	29-Apr-2008	43 INT.	restaurant and bar services	SBE Entertainment Group, LLC
23244-219T1	United States of America	Registered	MISCELLANEOUS DESIGN (TWO MONKEYS DANCING)	77217226	27-Jun-2007	3583338	06-Jan-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-219T2	United States of America	Registered	MISCELLANEOUS DESIGN (TWO MONKEYS)	77610299	07-Nov-2008	3622975	19-May-2009	43 INT.	Providing banquet and social function facilities for special occasions	SBE Entertainment Group, LLC
23244-421T1	United States of America	Registered	PATISSERIE AT SLS	77351147	13-Dec-2007	3599652	31-Mar-2009	43 INT.	hotel, restaurant and bar services	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-48T1	United States of America	Registered	PILLOW PARTICULARS	77312486	24-Oct-2007	3554983	30-Dec-2008	43 INT.	Hotel services, namely, the provision of a selection of pillows filled with different materials for guests with different comfort needs and medical conditions, the provision of specially cleaned pillows for guests with allergies, and the provision of pillows of various sizes for guests with different comfort needs and medical conditions	SBE Entertainment Group, LLC
23244-48T1	United States of America	Suspended	PURE	77312551	24-Oct-2007			43 INT.	hotel services, namely, providing rooms featuring minimal allergens for guests with allergies	SBE Entertainment Group, LLC
23244-48T1	United States of America	Allowed	ROJO Y BLANCA	7772900	01-Jul-2009			43 INT.	Provision of food and drink in restaurants; Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-49T2	Canada	Allowed	ROJO Y BLANCA AT SLS	1428211	18-Feb-2009			43 INT.	provision of food and drink in restaurants; Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-49T3	China (People's Republic)	Pending	ROJO Y BLANCA AT SLS	7212675	23-Feb-2009			43 INT.	provision of food and drink in restaurants; restaurant and bar services; cafes; food and drinks catering; caterers; canteens; snack bars; bar services; banquet services; self service restaurants	SBE Entertainment Group, LLC
23244-49T4	European Community	Registered	ROJO Y BLANCA AT SLS	8112187	18-Feb-2009	8112187	22-Feb-2010	43 INT.	provision of food and drink in restaurants; restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-49T5	Hong Kong	Registered	ROJO Y BLANCA AT SLS	301289863	19-Feb-2009	301289863	19-Feb-2009	43 INT.	provision of food and drink in restaurants; restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-49T6	Japan	Registered	ROJO Y BLANCA AT SLS	2008011290	19-Feb-2009	5283703	27-Nov-2009	43 INT.	restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-49T7	Macao	Registered	ROJO Y BLANCA AT SLS	N041541	19-Feb-2009	N041541	24-Aug-2009	43 INT.	provision of food and drink in restaurants; restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-49T8	Mexico	Registered	ROJO Y BLANCA AT SLS	980908	19-Feb-2009	1099029	12-May-2009	43 INT.	Provision of food and drink in restaurants; Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-49T9	United Arab Emirates	Pending	ROJO Y BLANCA AT SLS	126111	19-Feb-2009			43 INT.	provision of food and drink in restaurants; Restaurant services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-49T1	United States of America	Registered	ROJO Y BLANCA AT SLS	7750035	19-Aug-2008	3655788	14-Jul-2009	43 INT.	Provision of food and drink in restaurants; Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-53T1	United States of America	Registered	SAAM AT SLS	77535160	30-Jul-2008	3764325	23-Mar-2010	43 INT.	restaurant, bar and catering services; provision of food and drink in restaurants; and fine dining restaurant services	SBE Entertainment Group, LLC
23244-54T1	United States of America	Registered	SAAM LITTLE SECRET	77891851	11-Dec-2009	3840507	31-Aug-2010	43 INT.	restaurant and bar services	SBE Entertainment Group, LLC
23244-58T1	United States of America	Registered	SAVOUR LIFE SLOWLY	7723531	06-Jul-2007	3790571	18-May-2010	43 INT.	Hotel services: hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-67T1	United States of America	Registered	SCENTED LUXURY SACHET	77680653	27-Feb-2009	3773198	06-Apr-2010	03 INT.	Perfuming sachets; Sachets	SBE Entertainment Group, LLC
23244-68T1	United States of America	Registered	SCORCHED LIPS SATIATED	77680635	27-Feb-2009	3723704	08-Dec-2009	32 INT.	Bottled water	SBE Entertainment Group, LLC
23244-68T2	United States of America	Registered	SCRIBBLE LITTLE SECRETS	77780976	14-Jul-2009	3749710	16-Feb-2010	16 INT.	Ink pens; Pens	SBE Entertainment Group, LLC
23244-72T1	United States of America	Allowed	SECLUDED LITTLE SPOTS	77300478	10-Oct-2007			35 INT.	Providing facilities for business meetings	SBE Entertainment Group, LLC
23244-72T2	United States of America	Allowed	SECLUDED LITTLE SPOTS	77300501	10-Oct-2007			43 INT.	Providing banquet, restaurant and social function facilities for special occasions	SBE Entertainment Group, LLC
23244-74T1	United States of America	Registered	SEDUCTIVE LITTLE SECRETS	77671020	15-Feb-2009	3703508	27-Oct-2009	05 INT.	Intimacy kit consisting of medicated, pre-moistened towelettes, water-based personal lubricants and condoms	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-75T1	United States of America	Registered	SEE LIFE SIDEWAYS	77222562	05-Jul-2007	3616693	05-May-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-76T2	United States of America	Registered	SEE LIFE SIDEWAYS	77637235	19-Dec-2008	3700250	20-Oct-2009	16 INT.	Stationery, business cards	SBE Entertainment Group, LLC
23244-76T1	United States of America	Registered	SEE LINGERING SUNSETS	77295125	03-Oct-2007	3731912	29-Dec-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-79T2	United States of America	Registered	SEEK LOVELY SENSATIONS	77781650	15-Jul-2009	3749731	16-Feb-2010	16 INT.	Postcards	SBE Entertainment Group, LLC
23244-79T1	United States of America	Registered	SEEK LOVELY SENSATIONS	77223806	06-Jul-2007	3793547	25-May-2010	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-81T1	United States of America	Registered	SEEKING LOST SOLACE	77587352	07-Oct-2008	3772684	06-Apr-2010	43 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; hotel services, namely, providing in-room food	SBE Entertainment Group, LLC
23244-84T1	United States of America	Allowed	SERIOUSLY LAVISH SUITES	77223422	06-Jul-2007			43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-84T2	United States of America	Registered	SERIOUSLY LAVISH SUITES	77637211	19-Dec-2008	3794021	18-May-2010	16 INT.	Stationery	SBE Entertainment Group, LLC
23244-89T1	United States of America	Allowed	SEXY LITTLE SCENARIOS	77223597	06-Jul-2007			43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-90T2	United States of America	Allowed	SEXY LITTLE SENTIMENTS	77271962	05-Sep-2007			43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-93T1	United States of America	Registered	SHAMPOO (& BOTTLE DESIGN)	77701491	28-Mar-2009	3685686	13-Oct-2009	03 INT.	Hair shampoo, Shampoos	SBE Entertainment Group, LLC
23244-94T1	United States of America	Registered	SHAMPOO BY SLS	77633278	15-Dec-2008	3703357	27-Oct-2009	03 INT.	Hair shampoo, Shampoos	SBE Entertainment Group, LLC
23244-99T3	United States of America	Registered	SHOES LOVE SHINING	77853238	20-Oct-2009	3799403	08-Jun-2010	21 INT.	shoe shine mitts	SBE Entertainment Group, LLC
23244-101T2	United States of America	Registered	SILLY LITTLE SAYINGS	77783091	16-Jul-2009	3749745	16-Feb-2010	16 INT.	Pencils	SBE Entertainment Group, LLC
23244-101T1	United States of America	Registered	SILLY LITTLE SAYINGS	77223550	06-Jul-2007	3709198	10-Nov-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-106T1	United States of America	Registered	SIP LIQUIDS SLOWLY	77778583	10-Jul-2009	3839967	31-Aug-2010	43 INT.	Restaurant services, namely, providing of beverages for consumption in-room on the premises	SBE Entertainment Group, LLC
23244-107T1	United States of America	Registered	SIP LIQUOR SLOWLY	77581227	07-Oct-2008	3775692	13-Apr-2010	43 INT.	Restaurant and bar services; catering services; hotel services, namely, providing in-room food	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-108T1	United States of America	Registered	SIP LIQUORS SLOWLY	77781188	14-Jul-2009	3809548	29-Jun-2010	16 INT.	Paper napkins	SBE Entertainment Group, LLC
23244-109T1	United States of America	Allowed	SLAP LECHEROUS STRANGERS	77591741	13-Oct-2008			43 INT.	providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; services for providing food and drink, namely, hotel in-room food services	SBE Entertainment Group, LLC
23244-111T7	China (People's Republic)	Registered	SLS	6554344	15-Feb-2008	6554344	21-Apr-2010	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotel	SBE Entertainment Group, LLC
23244-111T6	European Community	Registered	SLS	6664403	13-Feb-2008	6664403	22-Jan-2009	43 INT.	hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-111T5	Hong Kong	Registered	SLS	301053675	18-Feb-2008	301053675	18-Feb-2008	43 INT.	hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-111T4	Macau	Registered	SLS	N034414	29-Feb-2008	N034414	28-Aug-2008	43 INT.	preferred hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-111T3	Mexico	Registered	SLS	938869	28-May-2008	1059419	29-Aug-2008	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-111T2	United Arab Emirates	Published	SLS	111404	23-Apr-2008			43 INT.	preferred hotel services, hotel services and restaurant services	SBE Entertainment Group, LLC
23244-111T1	United States of America	Registered	SLS	77311393	23-Oct-2007	3688950	29-Sep-2009	43 INT.	Hotel services; Hotel services for preferred customers; Hotel, bar and restaurant services; Hotels; Resort Hotels	SBE Entertainment Group, LLC
23244-112T1	United States of America	Registered	SLS (& DESIGN)	77215934	26-Jun-2007	3616676	05-May-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-114T1	United States of America	Registered	SLS AT BEVERLY HILLS	77311376	23-Oct-2007	3667160	01-Sep-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-117T1	United States of America	Registered	SLS HOTEL	77311414	23-Oct-2007	3680479	08-Sep-2009	43 INT.	Hotel services; hotel services for preferred customers; hotels; resort hotels	SBE Entertainment Group, LLC
23244-118T1	United States of America	Registered	SLS HOTEL AT BEVERLY HILLS	77311335	23-Oct-2007	3573631	10-Feb-2009	43 INT.	Hotel services; Hotel services for preferred customers; Hotel, bar and restaurant services; Hotels; Resort Hotels	SBE Entertainment Group, LLC
23244-119T2	Canada	Allowed	SLS HOTELS	1356058	17-Jul-2007			43 INT.	hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-119T3	China (People's Republic)	Registered	SLS HOTELS	6554345	16-Feb-2008	6554345	21-Apr-2010	43 INT.	Preferred hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-119T4	European Community	Registered	SLS-HOTELS	6111851	18-Jul-2007	6111851	14-May-2008	43 INT.	hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-119T5	Hong Kong	Registered	SLS HOTELS	307054223	19-Feb-2008	301054223	19-Feb-2008	43 INT.	hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-119T9	Japan	Registered	SLS HOTELS	2007077970	11-Jul-2007	5141255	13-Jun-2008	43 INT.	hotel services, hotel services for preferred customers; bar and restaurant services; resort hotels	SBE Entertainment Group, LLC
23244-119T6	Macau	Registered	SLS HOTELS	N034413	29-Feb-2008	N034413	28-Aug-2008	43 INT.	preferred hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-119T7	Mexico	Registered	SLS HOTELS	936870	28-May-2008	1058501	29-Aug-2008	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-119T8	United Arab Emirates	Published	SLS HOTELS	111415	24-Apr-2008			43 INT.	preferred hotel services, hotel services and restaurant services	SBE Entertainment Group, LLC
23244-118T1	United States of America	Registered	SLS HOTELS	77207312	15-Jun-2007	3570468	03-Feb-2009	43 INT.	Hotel Services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-120T2	China (People's Republic)	Registered	SLS HOTELS (& CHANDELIER DESIGN)	6554346	15-Feb-2008	6554346	21-Apr-2010	43 INT.	Hotels; providing hotel's services to privileged clients; bars; restaurants; resort hotels	SBE Entertainment Group, LLC
23244-120T3	European Community	Registered	SLS HOTELS (& CHANDELIER DESIGN)	6662449	12-Feb-2008	6662449	22-Jan-2009	43 INT.	hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-120T4	Hong Kong	Registered	SLS HOTELS (& CHANDELIER DESIGN)	301053684	18-Feb-2008	301053684	18-Feb-2008	43 INT.	hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-120T5	Macau	Registered	SLS HOTELS (& CHANDELIER DESIGN)	N034415	29-Feb-2008	N034415	28-Aug-2008	43 INT.	preferred hotels, hotel restaurant and bar services	SBE Entertainment Group, LLC
23244-120T6	Mexico	Registered	SLS HOTELS (& CHANDELIER DESIGN)	936886	28-May-2008	1058500	29-Aug-2008	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-120T7	United Arab Emirates	Published	SLS HOTELS (& CHANDELIER DESIGN)	111416	24-Apr-2008			43 INT.	preferred hotel services, hotel services and restaurant services	SBE Entertainment Group, LLC
23244-120T1	United States of America	Registered	SLS HOTELS (& CHANDELIER DESIGN)	77216002	26-Jun-2007	3635912	09-Jun-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels; resort hotels	SBE Entertainment Group, LLC
23244-122T1	United States of America	Registered	SMALL LITTLE SCRATCH	77680648	27-Feb-2009	3703613	27-Oct-2009	05 INT.	First aid kits	SBE Entertainment Group, LLC
23244-124T1	United States of America	Allowed	SMOOCH LARGE SAILORS	77591695	13-Oct-2008			43 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; hotel services, namely, in-room food services	SBE Entertainment Group, LLC
23244-127T1	United States of America	Registered	SOCIETY'S LATEST SCANDAL	77684256	05-Mar-2009	3755993	02-Mar-2010	39 INT.	Newspaper delivery services; newspaper delivery services to guests in a hotel	SBE Entertainment Group, LLC
23244-130T1	United States of America	Registered	SOME LIGHT SNACKS	77300447	10-Oct-2007	3685597	20-Jan-2009	43 INT.	Hotel services, namely, in-room food services	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class.	Goods	Former Owner
23244-134T1	United States of America	Registered	SOME LOVELY SPA	77671026	15-Feb-2009	3651127	07-Jul-2009	44 INT.	Spa services for health, wellness and relaxation of the body and spirit offered at a hotel, namely, cosmetic facial and body care services, therapeutic massages and hydrotherapy; Making reservations for others for beauty and wellness treatments at health spa in hotel; day spa services, namely, nail care, manicures, pedicures and hair styling	SBE Entertainment Group, LLC
23244-137T1	United States of America	Registered	SOMEONE'S LUCKY SEARCH	77872342	13-Nov-2009	3793125	25-May-2010	43 INT.	Hotels; hotel services; hotel services for preferred customers; resort hotels; hotel restaurant services; and hotel bar services	SBE Entertainment Group, LLC
23244-138T1	United States of America	Registered	SOMEONE'S LUCKY SLEEPOVER	77672369	13-Nov-2009	3793127	25-May-2010	43 INT.	Hotels; hotel services; hotel services for preferred customers; resort hotels; hotel restaurant services; and hotel bar services	SBE Entertainment Group, LLC
23244-139T1	United States of America	Registered	SOMETHING LOVELY'S STARTED	77879323	26-Feb-2009	3651130	07-Jul-2009	43 INT.	Hotel, bar and restaurant services; hotel services for preferred customers	SBE Entertainment Group, LLC
23244-140T1	United States of America	Registered	SOMETHING LOVELY'S STARTING	77289879	28-Sep-2007	3554948	30-Dec-2008	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC
23244-143T1	United States of America	Registered	SOULS LARGELY SATISFIED	77794782	31-Jul-2009	3791697	18-May-2010	16 INT.	retail shopping bags; business cards	SBE Entertainment Group, LLC
23244-143T2	United States of America	Registered	SOULS LARGELY SATISFIED	77585861	06-Oct-2008	3822593	20-Jul-2010	43 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests	SBE Entertainment Group, LLC
23244-145T1	United States of America	Supp Register	SPARKLE LIKE SUNSHINE	77637261	19-Dec-2008	3786395	04-May-2010	16 INT.	merchandise bags	SBE Entertainment Group, LLC
23244-147T1	United States of America	Registered	SPECIAL LITTLE SOMETHINGS	77670653	13-Feb-2009	3651126	07-Jul-2009	43 INT.	Hotel, restaurant and bar services	SBE Entertainment Group, LLC
23244-149T1	United States of America	Allowed	SPEEDILY LAUNDERED SHIRTS	77591715	13-Oct-2008			43 INT., 45 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; services for providing food and drink, namely, hotel in-room food services; Providing hotel concierge services for hotel guests	SBE Entertainment Group, LLC
23244-151T2	United States of America	Registered	STAR LIT SOREE	77794576	31-Jul-2009	3749788	16-Feb-2010	16 INT.	Merchandise bags; Stationery	SBE Entertainment Group, LLC
23244-153T1	United States of America	Allowed	START LISTENING SOON	77591734	13-Oct-2008			43 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; services for providing food and drink, namely, hotel in-room food services	SBE Entertainment Group, LLC
23244-154T1	United States of America	Registered	START LIVING SLOWLY	77223444	06-Jul-2007	3623634	19-May-2009	43 INT.	Hotel services; hotel services for preferred customers; hotel, bar and restaurant services; hotels	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-154T2	United States of America	Registered	START LIVING SLOWLY	77781238	15-Jul-2009	3749729	16-Feb-2010	16 INT.	Paper stationery; Stationery	SBE Entertainment Group, LLC
23244-155T1	United States of America	Allowed	START LIVING SMART	77375518	18-Jan-2008			44 INT.	Providing health spa services for health and wellness of the body and spirit at a resort	SBE Entertainment Group, LLC
23244-155T2	United States of America	Allowed	START LIVING SMART	77375497	18-Jan-2008			41 INT.	Providing fitness and exercise facilities, physical fitness classes; and providing assistance, personal training and physical fitness consultation to individuals to help them make physical fitness, strength, conditioning and exercise improvement	SBE Entertainment Group, LLC
23244-156T1	United States of America	Registered	START LIVING SMARTLY	77375574	18-Jan-2008	3776292	13-Apr-2010	44 INT.	Providing health spa services for health and wellness of the body and spirit at a resort	SBE Entertainment Group, LLC
23244-156T2	United States of America	Registered	START LIVING SMARTLY	77375544	18-Jan-2008	3696512	13-Oct-2009	41 INT.	Providing fitness and exercise facilities, physical fitness classes; and providing assistance, personal training and physical fitness consultation to individuals to help them make physical fitness, strength, conditioning and exercise improvement	SBE Entertainment Group, LLC
23244-161T1	United States of America	Allowed	SUPER LARGE SCOTCH	77591720	13-Oct-2008			43 INT.	Providing hotel services for preferred customers; providing luxury hotel services for guests; hotel, restaurant and bar services; catering services; services for providing food and drink, namely, hotel in-room food services	SBE Entertainment Group, LLC
23244-162T1	United States of America	Registered	SWEET LITTLE SHINDIG	77872348	13-Nov-2009	3793726	25-May-2010	43 INT.	Hotels; hotel services; hotel services for preferred customers; resort hotels; hotel restaurant services; and hotel bar services	SBE Entertainment Group, LLC
23244-163T1	United States of America	Supp Register	SWEET LITTLE SNACKS	77786557	22-Jul-2009	3773781	06-Apr-2010	43 INT.	Bar and restaurant services; Provision of food and drink in restaurants; Restaurant and cafe services	SBE Entertainment Group, LLC
23244-165T1	United States of America	Registered	THE BAZAAR	77312609	24-Oct-2007	3588270	10-Mar-2009	43 INT.	Restaurant and bar services in a hotel lobby, cafes in a hotel lobby, and mobile cafe services for providing food and drink in a hotel lobby	SBE Entertainment Group, LLC
23244-171T2	Canada	Pending	TRES AT SLS	1433311	02-Apr-2009			43 INT.	restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-171T3	China (People's Republic)	Registered	TRES AT SLS	7306521	07-Apr-2009	7306521		43 INT.	restaurants; bars; cafes; food and drinks catering	SBE Entertainment Group, LLC

SBE Entertainment Group, LLC
 Pending / Registered Trademarks
 Prepared: October 21, 2010

Docket No.	Country	Status	Trademark	Application Number	Filing Date	Registration No.	Registration Date	Class	Goods	Former Owner
23244-17114	European Community	Registered	TRES AT SLS	8197774	03-Apr-2009	8197774	31-Aug-2009	43 INT.	restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-17115	Hong Kong	Registered	TRES AT SLS	301318978	03-Apr-2009	301318978	03-Apr-2009	43 INT.	Restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-17116	Japan	Registered	TRES AT SLS	2009025057	03-Apr-2009	05283736	27-Nov-2009	43 INT.	restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-17117	Macau	Registered	TRES AT SLS	N042396	03-Apr-2009	N042396	25-Sep-2009	43 INT.	restaurant and bar services; restaurant and cafe services; restaurant and catering services; restaurant services, including sit-down service of food and take-out restaurant services.	SBE Entertainment Group, LLC
23244-17118	Mexico	Registered	TRES AT SLS	1000120	06-Apr-2009	1114280	10-Aug-2009	43 INT.	restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-17119	United Arab Emirates	Pending	TRES AT SLS	127847	05-Apr-2009			43 INT.	restaurant services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC
23244-17111	United States of America	Registered	TRES AT SLS	77588622	06-Oct-2008	3745313	02-Feb-2010	43 INT.	Restaurant and bar services; Restaurant and cafe services; Restaurant and catering services; Restaurant services, including sit-down service of food and take-out restaurant services	SBE Entertainment Group, LLC