

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
HARD ROCK HOTEL, INC.		03/11/2009	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	HRHH IP, LLC		
Street Address:	475 TENTH AVENUE		
Internal Address:	C/O MORGANS HOTEL GROUP		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3567750	MR. LUCKY'S 24/7	
Registration Number:	3567751	MR. LUCKY'S 24/7	
CORRESPONDENCE DATA			
Fax Number:	(303)223-8048		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-223-1248		
Email:	akrause@bhfs.com		
Correspondent Name:	Ashley Krause		
Address Line 1:	410 Seventeenth Street		
Address Line 2:	Suite 2200		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	10986.12		
NAME OF SUBMITTER:	Ashley Krause		

OP \$65.00 3567750

900184937

**TRADEMARK
 REEL: 004486 FRAME: 0429**

Signature:	/ashleykrause/
Date:	02/24/2011
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective this 11th day of March, 2009, by and between Hard Rock Hotel, Inc., a Nevada corporation with a principal place of business at 4455 Paradise Road, Las Vegas, Nevada 89109 ("Assignor"), and HRHH IP, LLC, a Delaware limited liability company with a principal place of business at c/o Morgans Hotel Group, 475 Tenth Avenue, New York, New York 10018 ("Assignee").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor hereby acknowledges, Assignor does sell, assign, and set over to Assignee, any and all rights that Assignor may have throughout the world in and to the trademarks set forth on Exhibit A (the "Marks") and the applications and registrations therefor, and all common law rights and rights of registration and renewal thereof, together with the portion and goodwill of the business which are symbolized by the Marks, throughout the world, along with the right to recover for damages and profits for any past, present, or future infringements thereof.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

Hard Rock Hotel, Inc.

By: DEAN BOSWELL

Name: DEAN BOSWELL

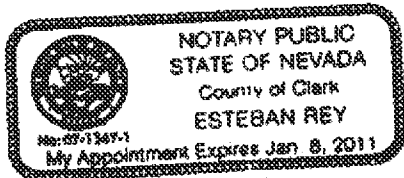
Title: CFO

STATE OF NEVADA) ss.
COUNTY OF CLARK)

On March 11th, 2009 before me, Esteban Rey, Notary Public, personally appeared Dean Boswell, personally known to me, or who proved to me on the bases of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that s/he executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.


My commission expires: Jan 8, 2011



Esteban Rey
Notary

EXHIBIT A

Trademarks

<u>Mark</u>	<u>Reg. No.</u>	<u>Services</u>
	3,567,750	restaurant and bar services
MR. LUCKY'S 24/7	3,567,751	restaurant and bar services

10986:11-1243790.1