

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
Legendary Properties, S. de R.L de C.V.		02/15/2011	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	Hotel California Baja LLC		
Street Address:	361 North Canon Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3771896	HOTEL CALIFORNIA	
CORRESPONDENCE DATA			
Fax Number:	(310)395-6115		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3103956100		
Email:	williamjseiter@seiterandco.com		
Correspondent Name:	William J. Seiter		
Address Line 1:	220 26th Street		
Address Line 2:	Suite 202		
Address Line 4:	Santa Monica, CALIFORNIA 90402		
NAME OF SUBMITTER:	William J. Seiter		
Signature:	/wjs/		
Date:	03/16/2011		

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REEL: 004498 FRAME: 0913

Total Attachments: 1

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WHEREAS, Legendary Properties, S. de R.L. de C.V., a limited liability company (sociedad de responsabilidad limitada) organized and existing under the laws of Mexico ("Assignor"), having its address at Ave. Homero 1425 EDI DEP 803 ALA 1 P 8, Polanco, Distrito Federal, Mexico 11560, is the owner of the following trademark (the "Mark"):

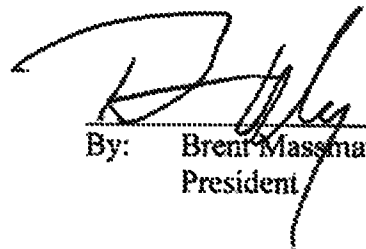
HOTEL CALIFORNIA, under U.S. Trademark Registration No. 3771896.

WHEREAS, Assignor desires to assign all of its right, title and interest in and to the Mark to Hotel California Baja LLC, a California limited liability company ("Assignee"), having its address at 361 North Canon Drive, Beverly Hills, California 90210.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Mark and the aforementioned registration, together with the goodwill of the business associated with and symbolized by the Mark.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment effective as of March 15, 2011.

Legendary Properties, S. de R.L. de C.V.


By: Brent Massman
President