

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	LIMITED LIABILITY COMPANY: 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
Serial Number:	85183658	HOTEL CALIFORNIA TODOS SANTOS MEXICO

CORRESPONDENCE DATA

Fax Number: (310)395-6115
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 3103956100
Email: williamjseiter@seiterandco.com
Correspondent Name: William J, Seiter
Address Line 1: 220 26th Street, Suite 202
Address Line 4: Santa Monica, CALIFORNIA 90402

NAME OF SUBMITTER:	William J. Seiter
Signature:	/wjs/
Date:	03/16/2011

Total Attachments: 1

900186572

**TRADEMARK
 REEL: 004498 FRAME: 0920**

OP \$40.00 85183658

TRADEMARK ASSIGNMENT

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"):

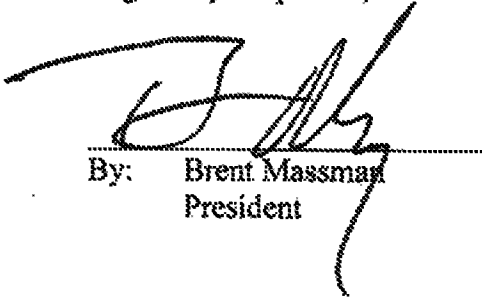
HOTEL CALIFORNIA TODOS SANTOS MEXICO & Design,
under U.S Trademark Application Serial No. 85183658.

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 application, 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