

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
Destination Hospitality Development, LLC		11/29/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Estancia Hotel, LLC		
Street Address:	2532 Dupont Drive		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3272717	ESTANCIA LA JOLLA	
CORRESPONDENCE DATA			
Fax Number:	(949)955-1877		
Phone:	949-955-1077		
Email:	NPatel@thePatelLawFirm.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Natu J. Patel		
Address Line 1:	2532 Dupont Drive		
Address Line 4:	Irvine, CALIFORNIA 92612		
NAME OF SUBMITTER:	Natu J. Patel		
Signature:	/natupatel/		
Date:	12/22/2011		

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Total Attachments: 4

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Assignment of Marks

Mail Stop Assignment Recordation Services
Director of the United States Patent and Trademark Office
P. O. Box 1450
Alexandria VA 22313-1450

WHEREAS, Destination Hospitality Development, LLC ("Registrant"), a Delaware limited liability company, is the owner of all rights and title to that certain mark set forth in **Exhibit A** attached hereto ("Mark"), registered with the United States Patent and Trademark Office on July 31, 2007, as Registration No. 3,272,717, in International Classes 021, 025, 035, 038, 041, 043, 044, and 045;

WHEREAS, Registrant continued to use the Mark in commerce until on or about November 30, 2011, through its wholly-owned subsidiary, DHD Holding, LLC, a Delaware limited liability company ("DHD Holding");

WHEREAS, on November 29, 2011, DHD Holding assigned certain personal property to Estancia Hotel, LLC, a California limited liability company ("Estancia Hotel");

WHEREAS, Estancia Hotel now desires to acquire all rights and title in and to the Mark from Registrant;

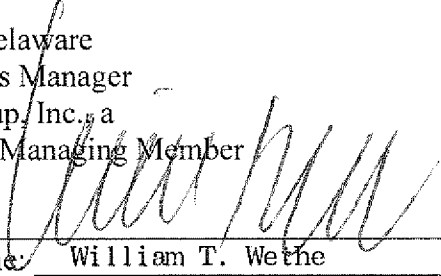
Registrant hereby sells, assigns, transfers and conveys to Estancia Hotel the full and exclusive rights, title, goodwill and interest in and to the Mark.

Registrant hereby authorizes and requests the Commissioner of Trademarks to transfer the entire right, title, goodwill, and interest in and to the Mark to Estancia Hotel, for its own use and enjoyment, and for Estancia Hotel's legal representatives and assigns, to the full duration for which the Mark may be granted, as fully and entirely as the same would have been held and enjoyed by Registrant had this assignment and sale not been made.

Dated: November 29, 2011

DESTINATION HOSPITALITY DEVELOPMENT, LLC,
a Delaware Limited Liability Company,

By: LHG Development, LLC, a Delaware
Limited Liability Company, its Manager
By: Lowe Hospitality Group, Inc., a
California Corporation, its Managing Member

By: 
Name: William T. Wethe
Its: Senior Vice President

STATE OF California)
) SS.
COUNTY OF Los Angeles)

On November 29, 2011, before me, Dona L. Tanaka,
a Notary Public, personally appeared William T. Welke,
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s)
is/are subscribed to the within instrument and acknowledged to me that he/she/they
executed the same in his/her/their authorized capacity(ies), and that by his/her/their
signature(s) on the instrument the person(s) or the entity upon behalf of which the
person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California
that the foregoing paragraph is true and correct.

Witness my hand and official seal.



Dona L. Tanaka
SIGNATURE OF NOTARY

EXHIBIT A

EXHIBIT A

ESTANCIA 
LA JOLLA