

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
Satori Beach, S De R. L. De C. V.		10/04/2012	CORPORATION: MEXICO
RECEIVING PARTY DATA			
Name:	HLT Domestic IP LLC		
Street Address:	7930 Jones Branch Drive, Suite 1100		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22102		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3380232	WA	
CORRESPONDENCE DATA			
Fax Number:	4042538864		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	404-881-7764		
Email:	laura.kees@alston.com		
Correspondent Name:	Laura A. Kees		
Address Line 1:	1201 W. Peachtree Street NE		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	017308-362312		
NAME OF SUBMITTER:	Laura Kees		
Signature:	/Laura Kees/		
Date:	12/10/2012		
Total Attachments: 1 source=WAAssignment#page1.tif			

OP \$40.00 3380232

TRADEMARK ASSIGNMENT

WHEREAS, Satori Beach, S De R. L. De C. V. ("Assignor") is the sole and exclusive owner of all right, title, and interest in and to the service mark WA in the United States (the "Mark"), and now desires to assign, transfer and convey all of its right, title and interest in and to the Mark and the goodwill associated therewith, together with U.S. Registration No. 3,380,232 for the Mark; and

WHEREAS, Assignor has entered into that certain Confidential Settlement Agreement (the "Agreement") with HLT Domestic IP LLC ("Assignee"), and, in connection with the consummation of the transaction described in the Agreement, Assignee desires to acquire from Assignor all right, title and interest in and to the Marks.

NOW, THEREFORE, in consideration of the promises, covenants, warranties, and agreements in the Agreement and this Trademark Assignment, and other good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer, and convey to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill symbolized by the Mark, and including any and all claims, causes of action or rights to sue for any relief and recover all damages for past or future infringement or dilution thereof, including all rights as opponents in any opposition or cancellation proceeding throughout the United States.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized corporate officer as of the date of Execution below.

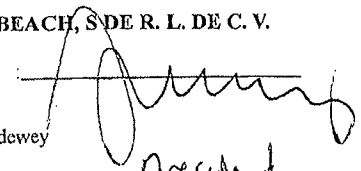
SATORI BEACH, S DE R. L. DE C. V.

B y

Jeffrey Caldewey

T i t l e

D a t e


President
10/4/12