

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
WPH Coco Key LLC		01/11/2013	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Sage Hospitality Resources LLC		
Street Address:	1575 Welton Street		
Internal Address:	Suite 300		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80202		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3423386	COCO KEY WATER RESORT	
Registration Number:	3423387	COCO KEY WATER RESORT	
Registration Number:	3427348		
Registration Number:	3537510	COCO KEY	
Registration Number:	3542138	COCO KEY	
Registration Number:	3745199	COCO CASH	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3038398700		
Email:	reilly@iplawdenver.com		
Correspondent Name:	Reilly Intellectual Property Law Firm		
Address Line 1:	1325 East 16th Ave		

OP \$165.00 3423386

Address Line 4: Denver, COLORADO 80218

ATTORNEY DOCKET NUMBER:	COCO KEY-
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NAME OF SUBMITTER:	Ellen Reilly
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Signature:	/ellen reilly/
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Date:	05/13/2013
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Trademark Assignment

This Trademark Assignment is made by and between WPH Coco Key, LLC, a Wisconsin limited liability company located at Suite 221, 115 South 84th Street, Milwaukee, Wisconsin 53214 ("Assignor"), and Sage Hospitality Resources LLC, a Delaware limited liability company located at Suite 300, 1575 Welton Street, Denver, Colorado 80202 ("Assignee").

Whereas, Assignor is the owner of the trademarks shown below:

Mark	Reg. No.	Issue Date	Goods/Services/Int. Class
<p>COCO KEY WATER RESORT Design</p> 	3423386	May 06, 2008	<p>Clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals (CI 25)</p> <p>Entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions (CI 41)</p> <p>Restaurant services; provision of conference facilities (CI 43)</p>
<p>COCO KEY WATER RESORT</p>	3423387	May 06, 2008	<p>Clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals (CI 25)</p> <p>Entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions (CI 41)</p> <p>Restaurant services; provision of conference facilities (CI 43)</p>
<p>Parrot Design</p> 	3427348	May 13, 2008	<p>Clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals (CI 25)</p> <p>Entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions (CI 41)</p> <p>Restaurant services; provision of conference facilities (CI 43)</p>

Mark	Reg. No.	Issue Date	Goods/Services/Int. Class
COCO KEY Stylized 	3537510	Nov. 25, 2008	Clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals (Cl 25) Entertainment services, namely, water park facilities, amusement park services, amusement arcade, theater productions (Cl 41)
COCO KEY Design 	3542138	Dec. 02, 2008	Clothing, namely, sweatshirts, jackets, sweaters, t-shirts, swim wear, hats, visors, shorts, polo shirts, swim shoes and sandals (Cl 25)
COCO CASH	3745199	Feb. 02, 2010	Disposable plastic wristbands used for financial transactions (Cl. 20) Providing financial services, namely, credit and debit card services featuring encoded wristbands (Cl 36)

the registrations therefor with the U.S. Patent and Trademark Office, and the goodwill of the business in connection therewith (the "Trademarks").

Whereas, Assignee desires to acquire the Trademarks.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks and all of Assignor's right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks.

In witness whereof, Assignor has caused this Trademark Assignment to be executed by its duly authorized representative as of the date written below.

WPH Coco Key, LLC

By: 
Name: MICHAEL J. HERTZ
Title: AUTHORIZED AGENT
Date: January 11, 2013