TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hard Rock Cafe International (USA), Inc.		05/14/2013	CORPORATION: FLORIDA
Hard Rock Spirits, LLC		05/14/2013	LIMITED LIABILITY COMPANY: FLORIDA

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Collateral Agent
Street Address:	901 Main Street
Internal Address:	Mail Code TX1-492-14-06
City:	Dallas
State/Country:	TEXAS
Postal Code:	75202-3714
Entity Type:	Association: UNITED STATES

PROPERTY NUMBERS Total: 127

Property Type	Number	Word Mark
Registration Number:	1397180	HARD ROCK CAFE
Registration Number:	1398940	HARD ROCK CAFE
Registration Number:	1408637	HARD ROCK CAFE
Registration Number:	1504904	HARD ROCK CAFE
Registration Number:	1504905	HARD ROCK CAFE
Registration Number:	1492907	HARD ROCK CAFE
Registration Number:	1635792	HARD ROCK CAFE
Registration Number:	1713000	LOVE ALL SERVE ALL
Registration Number:	1909483	HARD ROCK HOTEL
Registration Number:	2006584	HARD ROCK CAFE
Registration Number:	2324683	CAVERN CLUB

OP $3190.00 1397180

Registration Number:	2038391	HARD ROCK HOTEL
Registration Number:	2029855	HARD ROCK HOTEL
Registration Number:	2031803	HARD ROCK HOTEL
Registration Number:	2038394	HARD ROCK HOTEL
Registration Number:	2029870	HARD ROCK HOTEL
Registration Number:	2029866	HARD ROCK HOTEL
Registration Number:	2052776	HARD ROCK CAFE
Registration Number:	2047974	HARD ROCK HOTEL
Registration Number:	2478328	HARD ROCK
Registration Number:	2789028	HARD ROCK CASINO
Registration Number:	2499114	HARD ROCK CASINO
Registration Number:	2373803	HARD ROCK LIVE
Registration Number:	2375996	HARD ROCK LIVE
Registration Number:	2349579	HARD ROCK LIVE
Registration Number:	2349580	HARD ROCK LIVE
Registration Number:	3043021	SAVE THE PLANET
Registration Number:	2655039	CAMP LIL' ROCK
Registration Number:	2589942	VELVET
Registration Number:	2561989	HARD ROCK LIVE
Registration Number:	2771895	HARD ROCK LIVE
Registration Number:	3081882	HARD ROCK CAFE
Registration Number:	3144793	BODY ROCK
Registration Number:	3243039	ROCK SPA
Registration Number:	3288872	ROCK SHOP
Registration Number:	3389917	HARD ROCK PARK
Registration Number:	3306727	AMBASSADORS OF ROCK
Registration Number:	3272459	HARD ROCK HOTEL
Registration Number:	3390981	SLEEP LIKE A ROCK
Registration Number:	3422550	HARD ROCK HOTEL
Registration Number:	3520502	MARCH ON STAGE
Registration Number:	3611402	ALL IS ONE
Registration Number:	3516435	HARD ROCK PARK
Registration Number:	3674166	MARCH ON STAGE
Registration Number:	3520591	HARD ROCK HOTEL
Registration Number:	3787985	HARD ROCK HOTEL & CASINO

	3787984	HARD ROCK HOTEL & CASINO
Registration Number:	3601548	HARD ROCK HOTEL & CASINO
Registration Number:	3601549	HARD ROCK HOTEL & CASINO
Registration Number:	3709805	THE ANSWER IS OUT THERE, TOGETHER WE'LL
Registration Number:	3926002	ALL IS ONE
Registration Number:	3820120	ALL IS ONE
Registration Number:	3670645	PINKTOBER
Registration Number:	3622062	SCHOOL OF HARD ROCKS
Registration Number:	3622061	SCHOOL OF HARD ROCKS
Serial Number:	77630784	POUR BAR
Serial Number:	77778305	HARD ROCK BINGO
Serial Number:	77778274	HARD ROCK POKER
Serial Number:	77778238	HARD ROCK CASINO
Serial Number:	77778279	HARD ROCK GAMING
Serial Number:	77848794	ROCK YOUR STAY
Serial Number:	77922752	HIVE
Serial Number:	85002669	SET LIST
Serial Number:	85060290	HARD ROCK INTERACTIVE
Registration Number:	3622060	ROCK 101
Registration Number:	3661876	YOU KNOW WHO YOU ARE
Registration Number:	3661875	YOU KNOW WHERE TO GO
Registration Number:	3580323	SAVE THE PLANET
Registration Number:	3580325	SAVE THE PLANET
Registration Number:	3626691	ROCK SPA
Registration Number:	3626690	
Registration Number:	3772720	ROCK REUSE RECYCLE
Registration Number:	3652867	HRH
Registration Number:	3631318	ALL IS ONE
Registration Number:	3866309	BODYROCK
Registration Number:	3753187	HARD ROCK COUTURE
Registration Number:	3637103	GUITAR DROP
Registration Number:	4035451	ROCK WALL
Registration Number:	3744716	SLEEP LIKE A ROCK
Registration Number:	4154456	LOVE ALL - SERVE ALL
Registration Number:	4071061	SAVE THE PLANET

	3945377	NEW YEARS EVE GUITAR DROP HARD ROCK CAFE
Registration Number:	3817271	VELVET SESSIONS
Registration Number:	3962921	HARD ROCK AT THE FALLS
Registration Number:	3866795	THE SOUND OF YOUR STAY
Registration Number:	3967662	SEE THE SHOW
Registration Number:	3907655	HARD ROCK COUTURE
Registration Number:	3914162	HARD ROCK CASINO
Registration Number:	3943723	ROCK BOX
Registration Number:	4017047	ROCK SPA
Registration Number:	4276439	VELVET UNPLUGGED
Registration Number:	4191805	PICKS
Registration Number:	4227012	SOUND OF YOUR STAY
Registration Number:	4173149	TRACKS
Registration Number:	4231188	GET INTO BED FOR THE CAUSE
Registration Number:	4227440	HARD ROCK RISING
Registration Number:	4105720	PARADISE LIVE SEMINOLE HARD ROCK HOTEL &
Registration Number:	4297392	HARD ROCK ARTIST SPOTLIGHT
Serial Number:	85130443	HRH
Serial Number:	85130487	HRH
Serial Number:	85152008	HARD ROCK BAR
Serial Number:	85372830	BEATS
Serial Number:	85402305	HARD ROCK BOTS
Serial Number:	85430604	HARD ROCK RECORDS
Serial Number:	85438789	MIX
Serial Number:	85443390	HARD ROCK REWARDS
Serial Number:	85446285	HARD ROCK RESORT
Serial Number:	85517446	GUESTPAD
Serial Number:	85518181	R HARD ROCK RECORDS
Serial Number:	85520237	HARD ROCK ENERGY STICK
Serial Number:	85526100	HARD ROCK RESIDENCES
Serial Number:	85526073	HARD ROCK CONDOS
Serial Number:	85558593	HARD ROCK CRUISE
Serial Number:	85562484	WORK 'N ROLL
Serial Number:	85641299	HARD ROCK SIG. SERIES
Serial Number:	85655730	ROCK YOUR GAME

	85728366	HARD ROCK RACINO
Serial Number:	85758042	HARD ROCK ROCKSINO
Serial Number:	85777663	ROCKSINO
Serial Number:	85819396	SCHOOL OF HARD ROCK
Serial Number:	85853804	HARD ROCK ROCKSINO
Serial Number:	85868660	LIL' ROCK
Serial Number:	85886766	ROCK OM
Serial Number:	85899501	LEGENDARY
Serial Number:	85913538	HARD ROCK ENERGY
Serial Number:	77900885	HARD ROCK
Serial Number:	85009573	SPLASHED WITH ROCK 'N ROLL

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Email: daniel.cote@thomsonreuters.com
Correspondent Name: James P. Murphy, Legal Assistant
Address Line 1: 80 Pine Street
Address Line 2: Cahill Gordon & Reindel LLP
Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	James P. Murphy, Legal Assistant
Signature:	/daniel cote thomsonreuters/
Date:	05/14/2013

Total Attachments: 12
source=19 - Trademark Security Agreement#page1.tif
source=19 - Trademark Security Agreement#page2.tif
source=19 - Trademark Security Agreement#page3.tif
source=19 - Trademark Security Agreement#page4.tif
source=19 - Trademark Security Agreement#page5.tif
source=19 - Trademark Security Agreement#page6.tif
source=19 - Trademark Security Agreement#page7.tif
source=19 - Trademark Security Agreement#page8.tif
source=19 - Trademark Security Agreement#page9.tif
source=19 - Trademark Security Agreement#page10.tif
source=19 - Trademark Security Agreement#page11.tif
source=19 - Trademark Security Agreement#page12.tif

Trademark Security Agreement

Trademark Security Agreement, dated as of May 14, 2013, by SEMINOLE HARD ROCK ENTERTAINMENT, INC., SEMINOLE HARD ROCK INTERNATIONAL, LLC, HARD ROCK CAFE INTERNATIONAL (USA), INC. and HARD ROCK SPIRITS, LLC (individually, a "Pledgor", and, collectively, the "Pledgors"), in favor of Bank of America, N.A., in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, the Pledgors are party to a Security Agreement of even date herewith (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Security Agreement") in favor of the Collateral Agent pursuant to which the Pledgors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, the Pledgors hereby agree with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Pledged Collateral of such Pledgor:

(a) Trademarks of such Pledgor listed on Schedule I attached hereto;

(b) all Goodwill associated with such Trademarks; and

(c) all Proceeds of any and all of the foregoing (other than Excluded Property).

SECTION 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Security Agreement, and Pledgors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In

the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

SECTION 4. Termination. Upon the payment in full of the Secured Obligations (other than (A) contingent indemnification obligations and (B) obligations and liabilities under Secured Cash Management Agreements and Secured Hedge Agreements as to which arrangements satisfactory to the applicable Cash Management Bank or Hedge Bank shall have been made) and termination of the Security Agreement, this Trademark Security Agreement shall terminate, the Lien created hereunder shall be released and the Collateral Agent shall execute, acknowledge, and deliver to the Pledgors an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

SECTION 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

SECTION 6. Governing Law. This Trademark Security Agreement and the transactions contemplated hereby, and all disputes between the parties under or relating to this Trademark Security Agreement or the facts or circumstances leading to its execution, whether in contract, tort or otherwise, shall be construed in accordance with and governed by the laws (including statutes of limitation) of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]

IN WITNESS WHEREOF, each Pledgor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

SEMINOLE HARD ROCK ENTERTAINMENT, INC.

By: _____
Name: Brad Buchanan
Title: Executive Vice President, Chief Financial Officer & Secretary

SEMINOLE HARD ROCK INTERNATIONAL, LLC

By: _____
Name: Brad Buchanan
Title: Executive Vice President, Chief Financial Officer & Secretary

HARD ROCK CAFE INTERNATIONAL (USA), INC.

By: _____
Name: Jay Wolszczak
Title: Vice President of Business Affairs & Secretary

HARD ROCK SPIRITS, LLC

By: _____
Name: Jay Wolszczak
Title: Vice President & Secretary

[Signature page for Trademark Security Agreement]

IN WITNESS WHEREOF, each Pledgor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

SEMINOLE HARD ROCK ENTERTAINMENT, INC.

By: _____
Name: Brad Buchanan
Title: Executive Vice President, Chief Financial Officer & Secretary

SEMINOLE HARD ROCK INTERNATIONAL, LLC

By: _____
Name: Brad Buchanan
Title: Executive Vice President, Chief Financial Officer & Secretary

HARD ROCK CAFE INTERNATIONAL (USA), INC.

By: _____
Name: Jay Wolszczak
Title: Vice President of Business Affairs & Secretary

HARD ROCK SPIRITS, LLC

By: _____
Name: Jay Wolszczak
Title: Vice President & Secretary

[Signature page for Trademark Security Agreement]

Accepted and Agreed:

BANK OF AMERICA, N.A.,
as Collateral Agent

By: _____
Name: Alan Tapley
Title: Assistant Vice President

[Signature page to Trademark Security Agreement]

TM Rights (Grouped by registered owner) + Status

Registered Owner: Hard Rock Cafe International (USA), Inc. 6100 Old Park Lane
Orlando, FL 32835

ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
241	United States	HARD ROCK CAFE	42	73/397,951	9/30/1982	1,397,180	6/10/1986	Registered
239	United States	HARD ROCK CAFE & DESIGN	42	73/399,618	10/6/1982	1,398,940	6/24/1986	Registered
250	United States	HARD ROCK CAFE & DESIGN	25	73/581,481	2/6/1986	1,408,637	9/9/1986	Registered
248	United States	HARD ROCK CAFE	25	73/658,782	5/4/1987	1,504,904	9/20/1988	Registered
240	United States	HARD ROCK CAFE & DESIGN	25	73/658,783	5/4/1987	1,504,905	9/20/1988	Registered
242	United States	HARD ROCK CAFE & DESIGN	6, 14	73/666,371	6/15/1987	1,492,907	6/21/1988	Registered
249	United States	HARD ROCK CAFE & DESIGN	42	73/833,572	10/24/1989	1,635,792	2/19/1991	Registered
31	United States	LOVE ALL SERVE ALL	42	74/015,968	1/3/1990	1,713,000	9/8/1992	Registered
255	United States	HARD ROCK HOTEL	42	74/178,269	6/20/1991	1,909,483	8/1/1995	Registered
243	United States	HARD ROCK CAFE & DESIGN	41	74/499,384	3/14/1994	2,006,584	10/8/1996	Registered
2	United States	CAVERN CLUB	25, 43	74/513,370	4/18/1994	2,324,683	2/29/2000	Registered
278	United States	HARD ROCK HOTEL & DESIGN	25	75/000,022	10/2/1995	2,038,391	2/18/1997	Registered
254	United States	HARD ROCK HOTEL	9, 21, 34	75/000,021	10/2/1995	2,029,855	1/14/1997	Registered
273	United States	HARD ROCK HOTEL	41	75/000,001	10/2/1995	2,031,803	1/21/1997	Registered
257	United States	HARD ROCK HOTEL	25	75/000,691	10/2/1995	2,038,394	2/18/1997	Registered
265	United States	HARD ROCK HOTEL	3, 24, 26	75/003,781	10/10/1995	2,029,870	1/14/1997	Registered
266	United States	HARD ROCK HOTEL & DESIGN	3, 24, 26	75/003,099	10/10/1995	2,029,866	1/14/1997	Registered
244	United States	HARD ROCK CAFE & DESIGN	28	75/115,636	6/7/1996	2,052,776	4/15/1997	Registered
251	United States	HARD ROCK HOTEL	16, 18, 21	75/124,852	6/24/1996	2,047,974	3/25/1997	Registered
268	United States	HARD ROCK	25, 35, 41, 42	75/485,882	5/15/1998	2,478,328	8/14/2001	Registered
1	United States	HARD ROCK CASINO	41, 42	75/511,501	7/1/1998	2,789,028	12/2/2003	Registered
1540	United States	HARD ROCK CASINO	14, 25	75/981,081	7/1/1998	2,499,114	10/16/2001	Registered
28	United States	HARD ROCK LIVE	42	75/550,140	9/9/1998	2,373,803	8/1/2000	Registered
27	United States	HARD ROCK LIVE & DESIGN	42	75/550,139	9/9/1998	2,375,996	8/8/2000	Registered
101	United States	HARD ROCK LIVE	41	75/569,066	10/13/1998	2,349,579	5/16/2000	Registered
102	United States	HARD ROCK LIVE & DESIGN	41	75/569,067	10/13/1998	2,349,580	5/16/2000	Registered

2004	United States	SAVE THE PLANET	42	75/761,610	7/27/1999	3043021	1/17/2006	Registered
1222	United States	CAMP LIL' ROCK	42	78/019211	8/1/2000	2,655,039	11/26/2002	Registered
1290	United States	VELVET	42	78/026,631	9/19/2000	2,589,942	7/2/2002	Registered
1472	United States	HARD ROCK LIVE	25	78/056,353	4/2/2001	2,561,989	4/16/2002	Registered
1566	United States	HARD ROCK LIVE & DESIGN	25	78/231,768	2/12/2003	2,771,895	10/7/2003	Registered
1769	United States	HARD ROCK CAFE & DESIGN	15	78/488377	9/23/2004	3,081,882	4/18/2006	Registered
1780	United States	BODY ROCK	44	78/650,360	6/14/2005	3,144,793	9/19/2006	Registered
1813	United States	ROCK SPA	44	78/699,321	8/24/2005	3,243,039	5/15/2007	Registered
1814	United States	ROCK SHOP	35	78/729,700	10/10/2005	3,288,872	9/4/2007	Registered
1915	United States	HARD ROCK PARK	25, 41	78/740,533	10/26/2005	3,389,917	2/26/2008	Registered
1826	United States	AMBASSADORS OF ROCK	25, 41	78/799,401	1/25/2006	3,306,727	10/9/2007	Registered
1950	United States	HARD ROCK HOTEL & DESIGN	41, 43	78/973,381	9/13/2006	3,272,459	7/31/2007	Registered
1996	United States	SLEEP LIKE A ROCK	24	77/112,478	2/21/2007	3,390,981	3/4/2008	Registered
2083	United States	HARD ROCK HOTEL & DESIGN	43	77/265,141	8/27/2007	3,422,550	5/6/2008	Registered
2109	United States	MARCH ON STAGE	36, 41	77/451,148	4/17/2008	3,520,502	10/21/2008	Registered
2135	United States	ALL IS ONE	43	77/473,340	5/13/2008	3,611,402	4/28/2009	Registered
2106	United States	HARD ROCK PARK & DESIGN	25, 41	77/493,226	6/6/2008	3,516,435	10/14/2008	Registered
2119	United States	MARCH ON STAGE	14	77/502,374	6/18/2008	3,674,166	8/25/2009	Registered
2150	United States	HARD ROCK HOTEL	35	77/502,407	6/18/2008	3,520,591	10/21/2008	Registered
2157	United States	HARD ROCK HOTEL & CASINO (Design)	25	77/505,914	6/23/2008	3,787,985	5/11/2010	Registered
2155	United States	HARD ROCK HOTEL & CASINO	25	77/505,893	6/23/2008	3,787,984	5/11/2010	Registered
2156	United States	HARD ROCK HOTEL & CASINO	41, 43	77/507,395	6/25/2008	3,601,548	4/7/2009	Registered
2158	United States	HARD ROCK HOTEL & CASINO (Design)	41, 43	77/507,444	6/25/2008	3,601,549	4/7/2009	Registered
2152	United States	THE ANSWER IS OUT THERE, TOGETHER WE'LL FIND IT	36	77/509,040	6/26/2008	3,709,805	11/10/2009	Registered
2185	United States	ALL IS ONE	18	77/512,822	7/1/2008	3,926,002	3/1/2011	Registered
2133	United States	ALL IS ONE	14, 25	77/512,798	7/1/2008	3,820,120	7/20/2010	Registered
2136	United States	PINKTOBER	14, 25, 36, 41	77/523,003	7/15/2008	3,670,645	8/18/2009	Registered
366	United States	SCHOOL OF HARD ROCKS & DESIGN	41	77/523,047	7/15/2008	3,622,062	5/19/2009	Registered
2187	United States	SCHOOL OF HARD ROCKS	41	77/523,038	7/15/2008	3,622,061	5/19/2009	Registered

2186	United States	ROCK 101	41	77/523,033	7/15/2008	3,622,060	5/19/2009	Registered
2197	United States	YOU KNOW WHO YOU ARE	43	77/526,423	7/18/2008	3,661,876	7/28/2009	Registered
2196	United States	YOU KNOW WHERE TO GO	43	77/526,414	7/18/2008	3,661,875	7/28/2009	Registered
2115	United States	SAVE THE PLANET	14, 21	77/528,771	7/22/2008	3,580,323	2/24/2009	Registered
2221	United States	SAVE THE PLANET	25	77/528,782	7/22/2008	3,580,325	2/24/2009	Registered
2322	United States	ROCK SPA & Design	44	77/595,433	10/17/2008	3,626,691	5/26/2009	Registered
2323	United States	TATTOO DESIGN	43	77/595,405	10/17/2008	3,626,690	5/26/2009	Registered
2103	United States	ROCK REUSE RECYCLE	14, 18, 25	77/600,595	10/25/2008	3,772,720	4/6/2010	Registered
2361	United States	HRH	25	77/614,142	11/13/2008	3,652,867	7/7/2009	Registered
2375	United States	ALL IS ONE	41	77/618,048	11/19/2008	3,631,318	6/2/2009	Registered
2409	United States	POUR BAR	43	77/630,784	12/10/2008			Pending Application
2408	United States	BODYROCK	41	77/630,768	12/10/2008	3,866,309	10/26/2010	Registered
2412	United States	HARD ROCK COUTURE	25	77/639,377	12/23/2008	3,753,187	2/23/2010	Registered
2419	United States	GUITAR DROP	41	77/650,500	1/15/2009	3,637,103	6/9/2009	Registered
2075	United States	HARD ROCK BINGO	9, 41	77/778,305	7/10/2009			Pending Application
2074	United States	HARD ROCK POKER	9, 41	77/778,274	7/10/2009			Pending Application
2073	United States	HARD ROCK CASINO	9, 41	77/778,238	7/10/2009			Pending Application
2072	United States	HARD ROCK GAMING	9, 41	77/778,279	7/10/2009			Pending Application
2076	United States	ROCK WALL	41	77/778,226	7/10/2009	4,035,451	10/4/2011	Registered
2071	United States	SLEEP LIKE A ROCK	43	77/785,138	7/20/2009	3,744,716	2/2/2010	Registered
2496	United States	LOVE ALL - SERVE ALL (with dash)	43	77/814,340	8/27/2009	4,154,456	6/5/2012	Registered
2497	United States	SAVE THE PLANET	43	77/814,356	8/27/2009	4,071,061	12/13/2011	Registered
2507	United States	ROCK YOUR STAY	39, 43, 44	77/848,794	10/14/2009			Pending Application
2513	United States	NEW YEAR'S EVE GUITAR DROP & Design (w HARD ROCK CAFE logo)	41	77/867,453	11/6/2009	3,945,377	4/12/2011	Registered
2517	United States	VELVET SESSIONS	41	77/873,766	11/16/2009	3,817,271	7/13/2010	Registered
2528	United States	HIVE	41	77/922,752	1/28/2010			Pending Application
2533	United States	HARD ROCK AT THE FALLS	41	77/932,551	2/10/2010	3,962,921	5/17/2011	Registered
2534	United States	THE SOUND OF YOUR STAY	35	77/938,786	2/18/2010	3,866,795	10/26/2010	Registered
2548	United States	SET LIST	43	85/002,669	3/31/2010			Pending Application
2551	United States	SEE THE SHOW	43	85/012,458	4/13/2010	3,967,662	5/24/2011	Registered
2563	United States	HARD ROCK COUTURE	14	85/054,921	6/4/2010	3,907,655	1/18/2011	Registered
2571	United States	HARD ROCK INTERACTIVE	41	85/060,290	6/11/2010			Pending Application

2582	United States	HARD ROCK CASINO & Design	41, 43	85/067,548	6/21/2010	3,914,162	2/1/2011	Registered
2777	United States	ROCK BOX	41	85/100,990	8/5/2010	3,943,723	4/12/2011	Registered
2623	United States	ROCK SPA	3	85/103,418	8/9/2010	4,017,047	8/23/2011	Registered
2644	United States	HRH	43	85/130,443	9/15/2010			Pending Application
2645	United States	HRH	41	85/130,487	9/15/2010			Pending Application
2646	United States	HARD ROCK BAR	43	85/152,008	10/13/2010			Pending Application
2700	United States	VELVET UNPLUGGED	41	85/308,409	4/29/2011	4,276,439	1/15/2013	Registered
2768	United States	PICKS	41	85/357,291	6/27/2011	4,191,805	8/14/2012	Registered
2778	United States	SOUND OF YOUR STAY	43	85/372,776	7/15/2011	4,227,012	10/16/2012	Registered
2779	United States	TRACKS	35	85/372,814	7/15/2011	4,173,149	7/10/2012	Registered
2780	United States	BEATS	41	85/372,830	7/15/2011			Pending Application
2802	United States	HARD ROCK BOTS	14, 20, 28	85/402,305	8/19/2011			Pending Application
2804	United States	GET INTO BED FOR THE CAUSE	36	85/408,420	8/26/2011	4,231,188	10/23/2012	Registered
2876	United States	HARD ROCK RECORDS	35, 41	85/430,604	9/23/2011			Pending Application
2856	United States	HARD ROCK RISING	41	85/431,665	9/26/2011	4,227,440	10/16/2012	Registered
2855	United States	Paradise Live Seminole Hard Rock Hotel & Casino (Design)	41	85/432,933	9/27/2011	4,105,720	2/28/2012	Registered
2875	United States	MIX	41	85/438,789	10/4/2011			Pending Application
2871	United States	HARD ROCK REWARDS	36	85/443,390	10/10/2011			Pending Application
2888	United States	HARD ROCK RESORT & DESIGN	14, 25, 41, 43, 44	85/446,285	10/13/2011			Pending Application
2921	United States	GUESTPAD	35, 41, 43	85/517,446	1/16/2012			Pending Application
2922	United States	HARD ROCK RECORDS & DESIGN (2011 Design)	9, 35, 41	85/518,181	1/17/2012			Pending Application
2923	United States	HARD ROCK ENERGY STICK	5	85/520,237	1/19/2012			Suspended
2925	United States	HARD ROCK RESIDENCES	35	85/526,100	1/26/2012			Pending Application
2924	United States	HARD ROCK CONDOS	35	85/526,073	1/26/2012			Pending Application
2938	United States	HARD ROCK ARTIST SPOTLIGHT & Design	25	85/545,614	2/17/2012	4,297,392	3/5/2013	Registered
2942	United States	HARD ROCK CRUISE	39, 41, 43	85558593	3/2/2012			Pending Application
2943	United States	WORK 'N ROLL	20	85562484	3/7/2012			Pending Application
2969	United States	HARD ROCK SIG. SERIES & Design	25	85/641,299	6/1/2012			Pending Application
2962	United States	ROCK YOUR GAME	25, 28, 41	85/655,730	6/19/2012			Pending Application
2987	United States	HARD ROCK RACINO	41	85/728,366	9/13/2012			Pending Application
2995	United States	HARD ROCK ROCKSINO	41	85/758,042	10/18/2012			Pending Application
2998	United States	ROCKSINO	41	85/777,663	11/13/2012			Pending Application

3008	United States	SCHOOL OF HARD ROCK & Headstock Design	41	85/819,396	1/9/2013			Pending Application
3062	United States	HARD ROCK ROCKSINO & Design	41, 43	85/853,804	2/19/2013			Pending Application
3049	United States	LIL' ROCK & Design (color)	41	85/868,660	3/6/2013			Pending Application
3023	United States	ROCK OM	44	85/886,766	3/26/2013			Pending Application
3067	United States	LEGENDARY	30	85/899,501	4/9/2013			Pending Application
3074	United States	HARD ROCK ENERGY DRINK	32	85/913,538	4/24/2013			Pending Application

Registered Owner: Hard Rock Spirits, LLC 6100 Old Park Lane Orlando, FL 32835

ID	Country	Mark	Classes	App. #	App. Dt	Reg. #	Reg. Dt	Status
2518	United States	HARD ROCK & DESIGN (2005 Redesign)	33	77/900,885	12/24/2009			Pending Application
2550	United States	SPLASHED WITH ROCK N' ROLL	33	85/009,573	4/8/2010			Pending Application