

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
U.S. BANK NATIONAL ASSOCIATION		05/14/2013	national banking association:

**RECEIVING PARTY DATA**

Name:	Hard Rock Cafe International (USA), Inc.
Street Address:	6100 Old Park Lane
City:	Orlando
State/Country:	FLORIDA
Postal Code:	32835
Entity Type:	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 51**

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:	1549089	HARD ROCK TIMES
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
Registration Number:	2031803	HARD ROCK HOTEL
Registration Number:	2029855	HARD ROCK HOTEL

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**TRADEMARK**

Registration Number:	2038391	HARD ROCK HOTEL
Registration Number:	2038394	HARD ROCK HOTEL
Registration Number:	2029866	HARD ROCK HOTEL
Registration Number:	2029870	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:	2363818	HARD ROCK LIVE
Registration Number:	2349514	HARD ROCK LIVE
Registration Number:	2375996	HARD ROCK LIVE
Registration Number:	2373803	HARD ROCK LIVE
Registration Number:	2349579	HARD ROCK LIVE
Registration Number:	2349580	HARD ROCK LIVE
Registration Number:	3043021	SAVE THE PLANET
Registration Number:	2499114	HARD ROCK CASINO
Registration Number:	2655039	CAMP LIL' ROCK
Registration Number:	2589942	VELVET
Registration Number:	2561989	HARD ROCK LIVE
Registration Number:	2725918	MUSIC FOR LIFE
Registration Number:	2814205	HARD ROCK VAULT
Registration Number:	2771895	HARD ROCK LIVE
Serial Number:	78288714	ULTIMATE ALTITUDE BUZZ
Serial Number:	78423932	HARD ROCK BAR
Registration Number:	3081882	HARD ROCK CAFE
Registration Number:	3144793	BODY ROCK
Registration Number:	3243039	ROCK SPA
Serial Number:	78699336	THE APARTMENT
Registration Number:	3288872	ROCK SHOP
Registration Number:	3389917	HARD ROCK PARK
Serial Number:	78756044	HARD ROCK PARK
Registration Number:	3306727	AMBASSADORS OF ROCK
Serial Number:	78882641	AMBASSADORS OF ROCK LOVE ALL SERVE ALL
Serial Number:	78895911	HROCK
Serial Number:	78934713	MAXI BAR

	78969067	HRH
Registration Number:	3272459	HARD ROCK HOTEL

**CORRESPONDENCE DATA**

Fax Number: 3059615812  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 3055790812  
Email: mrv@gtlaw.com  
Correspondent Name: Greenberg Traurig Attn: Manuel Valcarcel  
Address Line 1: 333 Avenue of the Americas, Suite 4400  
Address Line 4: Miami, FLORIDA 33131

ATTORNEY DOCKET NUMBER:	100825.042200
NAME OF SUBMITTER:	Manuel Valcarcel
Signature:	/Manuel Valcarcel/
Date:	05/15/2013

**Total Attachments: 6**  
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## **RELEASE OF SECURITY INTEREST**

The undersigned, U.S. BANK NATIONAL ASSOCIATION, a national banking association (the "Secured Party"), in its capacity as collateral agent pursuant to that certain Security Agreement and related Trademark Security Agreement each dated as of March 5, 2007 (as amended, amended and restated, supplemented or otherwise modified from time to time) (collectively, the "Security Agreement") and recorded at the United States Patent & Trademark Office on March 22, 2007 at Reel/Frame 3505/0569, pursuant to which Hard Rock Cafe International (USA), Inc., a Florida corporation, granted to the Secured Party a security interest in the trademarks forming part of the collateral thereunder, including, but not limited to, the trademark applications and registrations listed on Schedule A attached hereto, hereby releases from such Security Agreement and all of the terms and conditions thereof, all right, title and interest in and to all such trademark applications and registrations.

Date: May 14, 2013.

U.S. BANK NATIONAL ASSOCIATION,  
a national banking association

By: *Scott A. Schuhle*  
Name: Scott A. Schuhle  
Title: Vice President

STATE OF FLORIDA )  
 ) ss.:  
COUNTY OF BROWARD )

The foregoing instrument was acknowledged before me this 10<sup>th</sup> day of May in the year 2013 by Scott A. Schuhle, Vice President of U.S. BANK NATIONAL ASSOCIATION, a national banking association. He is personally known to me ~~or has produced~~ as identification.

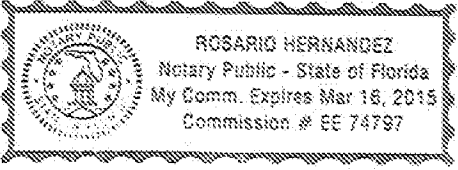
Notary: *Rosario Hernandez*

Print Name: Rosario Hernandez

Notary Public, State of Florida

My commission expires: MAR. 16, 2015

NOTARY SEAL



**SCHEDULE A**

<b>1</b>	<b>Serial #:</b> 73397951 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 09/30/1982	<b>Reg #:</b> 1397180	<b>Reg. Dt:</b> 06/10/1986
<b>2</b>	<b>Serial #:</b> 73399618 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 10/06/1982	<b>Reg #:</b> 1398940	<b>Reg. Dt:</b> 06/24/1986
<b>3</b>	<b>Serial #:</b> 73581481 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 02/06/1986	<b>Reg #:</b> 1408637	<b>Reg. Dt:</b> 09/09/1986
<b>4</b>	<b>Serial #:</b> 73658782 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 05/04/1987	<b>Reg #:</b> 1504904	<b>Reg. Dt:</b> 09/20/1988
<b>5</b>	<b>Serial #:</b> 73658783 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 05/04/1987	<b>Reg #:</b> 1504905	<b>Reg. Dt:</b> 09/20/1988
<b>6</b>	<b>Serial #:</b> 73666371 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 06/15/1987	<b>Reg #:</b> 1492907	<b>Reg. Dt:</b> 06/21/1988
<b>7</b>	<b>Serial #:</b> 73715908 <b>Mark:</b> HARD ROCK TIMES	<b>Filing Dt:</b> 03/10/1988	<b>Reg #:</b> 1549089	<b>Reg. Dt:</b> 07/25/1989
<b>8</b>	<b>Serial #:</b> 73833572 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 10/24/1989	<b>Reg #:</b> 1635792	<b>Reg. Dt:</b> 02/19/1991
<b>9</b>	<b>Serial #:</b> 74015968 <b>Mark:</b> LOVE ALL SERVE ALL	<b>Filing Dt:</b> 01/03/1990	<b>Reg #:</b> 1713000	<b>Reg. Dt:</b> 09/08/1992
<b>10</b>	<b>Serial #:</b> 74178269 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 06/20/1991	<b>Reg #:</b> 1909483	<b>Reg. Dt:</b> 08/01/1995
<b>11</b>	<b>Serial #:</b> 74499384 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 03/14/1994	<b>Reg #:</b> 2006584	<b>Reg. Dt:</b> 10/08/1996
<b>12</b>	<b>Serial #:</b> 74513370 <b>Mark:</b> CAVERN CLUB	<b>Filing Dt:</b> 04/18/1994	<b>Reg #:</b> 2324683	<b>Reg. Dt:</b> 02/29/2000
<b>13</b>	<b>Serial #:</b> 75000001 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/02/1995	<b>Reg #:</b> 2031803	<b>Reg. Dt:</b> 01/21/1997

<b>14</b>	<b>Serial #:</b> 75000021 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/02/1995	<b>Reg #:</b> 2029855	<b>Reg. Dt:</b> 01/14/1997
<b>15</b>	<b>Serial #:</b> 75000022 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/02/1995	<b>Reg #:</b> 2038391	<b>Reg. Dt:</b> 02/18/1997
<b>16</b>	<b>Serial #:</b> 75000691 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/02/1995	<b>Reg #:</b> 2038394	<b>Reg. Dt:</b> 02/18/1997
<b>17</b>	<b>Serial #:</b> 75003099 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/10/1995	<b>Reg #:</b> 2029866	<b>Reg. Dt:</b> 01/14/1997
<b>18</b>	<b>Serial #:</b> 75003781 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 10/10/1995	<b>Reg #:</b> 2029870	<b>Reg. Dt:</b> 01/14/1997
<b>19</b>	<b>Serial #:</b> 75115636 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 06/07/1996	<b>Reg #:</b> 2052776	<b>Reg. Dt:</b> 04/15/1997
<b>20</b>	<b>Serial #:</b> 75124852 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 06/24/1996	<b>Reg #:</b> 2047974	<b>Reg. Dt:</b> 03/25/1997
<b>21</b>	<b>Serial #:</b> 75485882 <b>Mark:</b> HARD ROCK	<b>Filing Dt:</b> 05/15/1998	<b>Reg #:</b> 2478328	<b>Reg. Dt:</b> 08/14/2001
<b>22</b>	<b>Serial #:</b> 75511501 <b>Mark:</b> HARD ROCK CASINO	<b>Filing Dt:</b> 07/01/1998	<b>Reg #:</b> 2789028	<b>Reg. Dt:</b> 12/02/2003
<b>23</b>	<b>Serial #:</b> 75550130 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 09/09/1998	<b>Reg #:</b> 2363818	<b>Reg. Dt:</b> 07/04/2000
<b>24</b>	<b>Serial #:</b> 75550131 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 09/09/1998	<b>Reg #:</b> 2349514	<b>Reg. Dt:</b> 05/16/2000
<b>25</b>	<b>Serial #:</b> 75550139 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 09/09/1998	<b>Reg #:</b> 2375996	<b>Reg. Dt:</b> 08/08/2000
<b>26</b>	<b>Serial #:</b> 75550140 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 09/09/1998	<b>Reg #:</b> 2373803	<b>Reg. Dt:</b> 08/01/2000
<b>27</b>	<b>Serial #:</b> 75569066 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 10/13/1998	<b>Reg #:</b> 2349579	<b>Reg. Dt:</b> 05/16/2000
<b>28</b>	<b>Serial #:</b> 75569067 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 10/13/1998	<b>Reg #:</b> 2349580	<b>Reg. Dt:</b> 05/16/2000

<b>29</b>	<b>Serial #:</b> 75761610 <b>Mark:</b> SAVE THE PLANET	<b>Filing Dt:</b> 07/27/1999	<b>Reg #:</b> 3043021	<b>Reg. Dt:</b> 01/17/2006
<b>30</b>	<b>Serial #:</b> 75981081 <b>Mark:</b> HARD ROCK CASINO	<b>Filing Dt:</b> 07/01/1998	<b>Reg #:</b> 2499114	<b>Reg. Dt:</b> 10/16/2001
<b>31</b>	<b>Serial #:</b> 78019211 <b>Mark:</b> CAMP LIL' ROCK	<b>Filing Dt:</b> 08/01/2000	<b>Reg #:</b> 2655039	<b>Reg. Dt:</b> 11/26/2002
<b>32</b>	<b>Serial #:</b> 78026631 <b>Mark:</b> VELVET	<b>Filing Dt:</b> 09/19/2000	<b>Reg #:</b> 2589942	<b>Reg. Dt:</b> 07/02/2002
<b>33</b>	<b>Serial #:</b> 78056353 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 04/02/2001	<b>Reg #:</b> 2561989	<b>Reg. Dt:</b> 04/16/2002
<b>34</b>	<b>Serial #:</b> 78078678 <b>Mark:</b> MUSIC FOR LIFE	<b>Filing Dt:</b> 08/10/2001	<b>Reg #:</b> 2725918	<b>Reg. Dt:</b> 06/10/2003
<b>35</b>	<b>Serial #:</b> 78154292 <b>Mark:</b> HARD ROCK VAULT	<b>Filing Dt:</b> 08/14/2002	<b>Reg #:</b> 2814205	<b>Reg. Dt:</b> 02/10/2004
<b>36</b>	<b>Serial #:</b> 78213768 <b>Mark:</b> HARD ROCK LIVE	<b>Filing Dt:</b> 02/12/2003	<b>Reg #:</b> 2771895	<b>Reg. Dt:</b> 10/07/2003
<b>37</b>	<b>Serial #:</b> 78288714 <b>Mark:</b> ULTIMATE ALTITUDE BUZZ	<b>Filing Dt:</b> 08/18/2003	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>38</b>	<b>Serial #:</b> 78423932 <b>Mark:</b> HARD ROCK BAR	<b>Filing Dt:</b> 05/24/2004	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>39</b>	<b>Serial #:</b> 78488377 <b>Mark:</b> HARD ROCK CAFE	<b>Filing Dt:</b> 09/23/2004	<b>Reg #:</b> 3081882	<b>Reg. Dt:</b> 04/18/2006
<b>40</b>	<b>Serial #:</b> 78650360 <b>Mark:</b> BODY ROCK	<b>Filing Dt:</b> 06/14/2005	<b>Reg #:</b> 3144793	<b>Reg. Dt:</b> 09/19/2006
<b>41</b>	<b>Serial #:</b> 78699321 <b>Mark:</b> ROCK SPA	<b>Filing Dt:</b> 08/24/2005	<b>Reg #:</b> 3243039	<b>Reg. Dt:</b> 05/15/2007
<b>42</b>	<b>Serial #:</b> 78699336 <b>Mark:</b> THE APARTMENT	<b>Filing Dt:</b> 08/24/2005	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>43</b>	<b>Serial #:</b> 78729700	<b>Filing Dt:</b> 10/10/2005	<b>Reg #:</b> 3288872	<b>Reg. Dt:</b> 09/04/2007



**Mark:** ROCK SHOP

<b>44</b>	<b>Serial #:</b> 78740533 <b>Mark:</b> HARD ROCK PARK	<b>Filing Dt:</b> 10/26/2005	<b>Reg #:</b> 3389917	<b>Reg. Dt:</b> 02/26/2008
<b>45</b>	<b>Serial #:</b> 78756044 <b>Mark:</b> HARD ROCK PARK	<b>Filing Dt:</b> 11/17/2005	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>46</b>	<b>Serial #:</b> 78799401 <b>Mark:</b> AMBASSADORS OF ROCK	<b>Filing Dt:</b> 01/25/2006	<b>Reg #:</b> 3306727	<b>Reg. Dt:</b> 10/09/2007
<b>47</b>	<b>Serial #:</b> 78882641 <b>Mark:</b> AMBASSADORS OF ROCK LOVE ALL SERVE ALL	<b>Filing Dt:</b> 05/12/2006	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>48</b>	<b>Serial #:</b> 78895911 <b>Mark:</b> HROCK	<b>Filing Dt:</b> 05/30/2006	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>49</b>	<b>Serial #:</b> 78934713 <b>Mark:</b> MAXI BAR	<b>Filing Dt:</b> 07/21/2006	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>50</b>	<b>Serial #:</b> 78969067 <b>Mark:</b> HRH	<b>Filing Dt:</b> 09/07/2006	<b>Reg #:</b> NONE	<b>Reg. Dt:</b>
<b>51</b>	<b>Serial #:</b> 78973381 <b>Mark:</b> HARD ROCK HOTEL	<b>Filing Dt:</b> 09/13/2006	<b>Reg #:</b> 3272459	<b>Reg. Dt:</b> 07/31/2007

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