

TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Omni La Costa, LLC		09/10/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Omni Hotels Management Corporation		
Street Address:	4001 Maple Avenue		
Internal Address:	Suite 500		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75219		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4124740	LA COSTA COASTAL EVENTS CENTER	
Registration Number:	4117765	THE COASTAL EVENTS CENTER AT LA COSTA	
Registration Number:	4117764	LA COSTA COASTAL EVENTS CENTER	
Registration Number:	4105692	THE SALON AT LA COSTA	
Registration Number:	4105691	THE SALON AT LA COSTA	
Registration Number:	2597128	LA COSTA RESORT AND SPA	
Registration Number:	3262489	LA COSTA RESORT VILLAS	
Registration Number:	2962716	LA COSTA RESORT AND SPA	
Registration Number:	2987181		
Registration Number:	2987180	LA COSTA RESORT AND SPA	
Registration Number:	3306869	THE CLUB AT LA COSTA	
Registration Number:	2606707	LA COSTA	
Registration Number:	2575474	LA COSTA	

CH \$365.00 4124740

Registration Number:

3306870

THE SPA AT LA COSTA

CORRESPONDENCE DATA

Fax Number:

3122367516

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

Phone:

312-368-4000

Email:

ch.tm@dlapiper.com, debbie.leget@dlapiper.com

Correspondent Name:

Mark I. Feldman, DLA Piper LLP (US)

Address Line 1:

P. O. Box 64807

Address Line 4:

Chicago, ILLINOIS 60664-0807

ATTORNEY DOCKET NUMBER:

365392-1 OMNI LA COSTA

NAME OF SUBMITTER:

Mark I. Feldman

Signature:

/Mark I Feldman/

Date:

09/11/2013

Total Attachments: 2

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ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Omni La Costa, LLC, a Delaware limited liability company, having a place of business at 4001 Maple Avenue, Suite 500, Dallas, Texas 75219 ("Assignor"), is the sole and exclusive owner of the United States trademark registrations described on Exhibit A attached hereto and made a part hereof (the "Marks"); and

WHEREAS, Omni Hotels Management Corporation, a Delaware corporation, having a place of business at 4001 Maple Avenue, Suite 500, Dallas, Texas 75219 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said Marks and the registrations thereof;

NOW, THEREFORE, effective as of June 30, 2013, for and in consideration of the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks and registrations, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

AND, said Assignor hereby covenants that it has full right to convey the entire interest herein assigned.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

OMNI LA COSTA, LLC

By: 

Name: JEANETTE VLORIDOS

Title: VICE PRESIDENT AND SENIOR COUNSEL

Date: SEPTEMBER 10, 2013

EXECUTION VERSION

Exhibit A

Trademarks

Registration No.	Trademark
4124740	LA COSTA COASTAL EVENTS CENTER & Design
4117785	THE COASTAL EVENTS CENTER AT LA COSTA
4117784	LA COSTA COASTAL EVENTS CENTER
4106692	THE SALON AT LA COSTA
4106691	THE SALON AT LA COSTA & Design
2597128	LA COSTA RESORT AND SPA
3262489	LA COSTA RESORT VILLAS
2962716	LA COSTA RESORT AND SPA
2987181	MISC. DESIGN (Triangle Logo)
2987180	LA COSTA RESORT AND SPA & Design
3306669	THE CLUB AT LA COSTA & Design
3306670	THE SPA AT LA COSTA & Design
2606707	LA COSTA
2575474	LA COSTA

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