

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Hospitality Group, LLC		02/25/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Pacific Hospitality Group Ventures, Inc.		
Street Address:	2532 Dupont Drive		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85894557	PACIFIC HOSPITALITY GROUP	
Serial Number:	85942512	BLEND	
Serial Number:	85942474	BLEND	
Serial Number:	85812439	CM MERITAGE COLLECTION	
Registration Number:	4429257	M CRUSH ULTRA LOUNGE THE MERITAGE RESORT	
Registration Number:	4031554	M THE MERITAGE RESORT AND SPA WE ARE NAP	
Registration Number:	3762129	M THE MERITAGE RESORT AND SPA	
CORRESPONDENCE DATA			
Fax Number:	8585094010		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	858-509-4071		
Email:	sdipdocket@pillsburylaw.com		
Correspondent Name:	Michelle L. Mehok		
Address Line 1:	12255 El Camino Real, Suite 300		

CH \$190.00 85894557

Address Line 4: San Diego, CALIFORNIA 92130

NAME OF SUBMITTER:	Michelle L. Mehok
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Signature:	/michelle mehok/
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Date:	03/07/2014
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Total Attachments: 4

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source=Articles w-Statement of Conversion (2-25-14)#page4.tif

State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME:

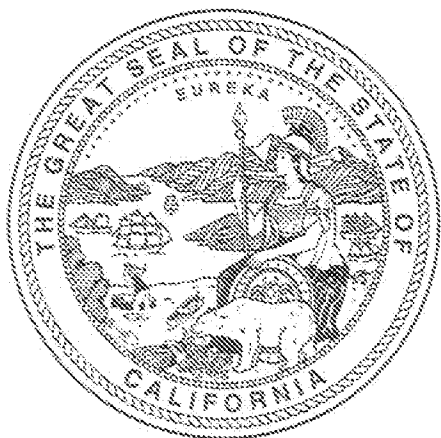
PACIFIC HOSPITALITY GROUP VENTURES, INC.

FILE NUMBER: C3647699
FORMATION DATE: 02/25/2014
TYPE: DOMESTIC CORPORATION
JURISDICTION: CALIFORNIA
STATUS: ACTIVE (GOOD STANDING)

I, DEBRA BOWEN, Secretary of State of the State of California,
hereby certify:

The records of this office indicate the entity is authorized to
exercise all of its powers, rights and privileges in the State of
California.

No information is available from this office regarding the financial
condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this certificate
and affix the Great Seal of the State of
California this day of February 28, 2014.

Debra Bowen

DEBRA BOWEN
Secretary of State

FEB 25 2014
*lee*ARTICLES OF INCORPORATION
WITH STATEMENT OF CONVERSION

I

The name of the corporation is PACIFIC HOSPITALITY GROUP VENTURES, INC.

II

The purpose of the corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business or the practice of a profession permitted to be incorporated by the California Corporations Code.

III

The name and California street address of the converted corporation's initial agent for service of process are:

Timothy R. Busch
2532 Dupont Drive
Irvine, California 92612

IV

The initial street address and mailing address of the converted corporation are:

2532 Dupont Drive
Irvine, California 91612

V

This corporation is authorized to issue one class of shares of stock which shall be designated common stock, \$.001 par value per share, and the total number of shares which the corporation is authorized to issue is 100,000.

VI

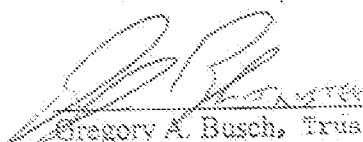
This corporation is authorized to provide for indemnification of agents (as defined in Section 317 of the Corporations Code) for breach of duty to the corporation and its stockholders through bylaw provisions or through agreements with the agents, or both, in excess of the indemnification otherwise permitted by Section 317 of the Corporations Code, subject to the limits on such excess indemnification set forth in Section 204 of the Corporations Code. The liability of the directors of the corporation for monetary damages shall be eliminated to the fullest extent permissible under California law. Any amendment, repeal or modification of any

provision of this Article V shall not adversely affect any right or protection of an agent or director of the corporation existing at the time of such amendment, repeal or modification.

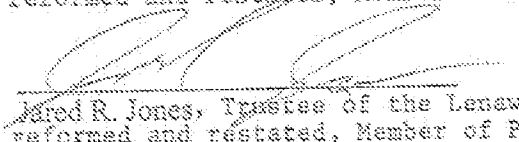
VII
(Statement of Conversion)

The name of the converting California limited liability company is PACIFIC HOSPITALITY GROUP, LLC. The limited liability company's California Secretary of State File Number is 101997329036. The principal terms of the plan of conversion were approved by a vote of the members, which equaled or exceeded the vote required under California Corporations Code section 17710.03. There is one class of members entitled to vote and the percentage vote required is a majority in interest of the members. The limited liability company is converting into a California stock corporation.

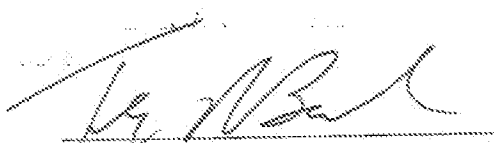
I declare I am the person who executed this instrument, which execution is my act and deed.



Gregory A. Busch, Trustee of the Lenawee Trust, Dated December 30, 1992, as reformed and restated, Member of Pacific Hospitality Group, LLC



Jared R. Jones, Trustee of the Lenawee Trust, Dated December 30, 1992, as reformed and restated, Member of Pacific Hospitality Group, LLC



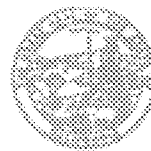
Timothy R. Busch, Trustee of the Timothy R. Busch Living Trust, Dated September 7, 1983, as amended and restated, Member of Pacific Hospitality Group, LLC



Stephan Lynn Busch, Trustee of the Timothy R. Busch Living Trust, dated September 7, 1983, as amended and restated, Member of Pacific Hospitality Group, LLC

4889.0000.001 Articles of Inc
Dec 290318





I hereby certify that the foregoing
transcript of _____ page(s)
is a full, true and correct copy of the
original record in the custody of the
California Secretary of State's office.

FEB 28 2014

Date: _____

Handwritten signature of Ceera Bowen in cursive script.

CEERA BOWEN, Secretary of State