

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM592305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
New World Hotel Management (BVI) Limited		01/01/2020	limited company: VIRGIN ISLANDS, BRITISH
RECEIVING PARTY DATA			
Name:	New World Hotel Management Limited		
Street Address:	18 Queen's Road Central		
Internal Address:	36/F New World Tower 1		
City:	Hong Kong		
State/Country:	HONG KONG		
Entity Type:	Corporation: HONG KONG		
PROPERTY NUMBERS Total: 28			
Property Type	Number	Word Mark	
Registration Number:	2319443	A SENSE OF PLACE	
Registration Number:	6124869	ASAYA	
Registration Number:	1841020	BEMELMANS BAR	
Registration Number:	1799853	CAFE CARLYLE	
Registration Number:	1799854	CAFE CARLYLE	
Registration Number:	1809245	CARLYLE	
Registration Number:	1804694	CARLYLE	
Registration Number:	1803514	CARLYLE	
Registration Number:	1845304	THE CARLYLE	
Registration Number:	4074790	ROSE BUDS	
Registration Number:	3434201	ROSEWOOD	
Registration Number:	3513281	ROSEWOOD	
Registration Number:	2319105	ROSEWOOD	
Registration Number:	4463954	ROSEWOOD A SENSE OF PLACE	
Registration Number:	1954792	ROSEWOOD HOTELS & RESORTS	
Registration Number:	3721545	ROSEWOOD INN OF THE ANASAZI	
Registration Number:	3748721	ROSEWOOD MANSION ON TURTLE CREEK	
Registration Number:	3502527	ROSEWOOD RESERVE	
Registration Number:	3513282	ROSEWOOD RESIDENCES	
TRADEMARK			

OP \$715.00 2319443

Property Type	Number	Word Mark
Registration Number:	3803129	ROSEWOOD SAND HILL
Registration Number:	3839136	SENSE
Registration Number:	3592188	SENSE A ROSEWOOD SPA
Registration Number:	1803516	THE CARLYLE
Registration Number:	1797821	THE CARLYLE
Registration Number:	1819028	THE CARLYLE
Registration Number:	1803258	THE CARLYLE
Registration Number:	1803515	THE CARLYLE
Registration Number:	3785607	VERDES

CORRESPONDENCE DATA

Fax Number: 2142000853

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

Phone: 2128354843

Email: venisa.dark@haynesboone.com

Correspondent Name: Adam Siegartel

Address Line 1: 2323 Victory Avenue, Suite 700

Address Line 4: Dallas, TEXAS 75219

ATTORNEY DOCKET NUMBER:	21819.12
NAME OF SUBMITTER:	Adam Siegartel
SIGNATURE:	/Adam Siegartel/
DATE SIGNED:	08/17/2020

Total Attachments: 3
source=Trademark Assignment#page1.tif
source=Trademark Assignment#page2.tif
source=Trademark Assignment#page3.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is made effective as of January 1, 2020 (the "*Effective Date*") by New World Hotel Management (BVI) Limited, a British Virgin Islands limited company, with its principal place of business at British Virgin Islands ("*Assignor*"), and New World Hotel Management Limited, a Hong Kong corporation, with its principal place of business at 36/F New World Tower 1, 18 Queen's Road Central, Hong Kong ("*Assignee*").

RECITALS

WHEREAS, pursuant to that certain Trademark Assignment between Assignor and Assignee dated as of the Effective Date (the "*Agreement*"), Assignor has agreed to assign to Assignee various rights, including but not limited to all of Assignor's right, title, and interest in and to the trademarks and trademark filings listed on the attached Exhibit 1 (the "*Trademarks*").

WHEREAS, Assignee desires to obtain all of Assignor's right, title, and interest in the Trademarks according to the terms of this Assignment and the Agreement.

NOW, THEREFORE, for HK\$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignment. Assignor hereby sells, assigns, and transfers to Assignee all of Assignor's worldwide right, title, and interest in and to the Trademarks, the goodwill of the business symbolized by the Trademarks, all registrations, renewals, and applications for the Trademarks including all of their listed goods and services, and any and all rights related to the Trademarks, including but not limited to the rights to sue for, settle, and release any past, present, and future infringement of the Trademarks and collect all related monetary damages.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the Effective Date.

[Signature Block on Next Page]

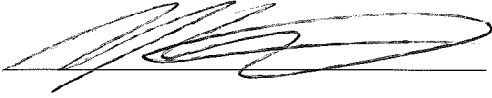
**NEW WORLD HOTEL MANAGEMENT
(BVI) LIMITED**

By:  _____

Name: Sonia Cheng

Title: Director

**NEW WORLD HOTEL MANAGEMENT
LIMITED**

By:  _____

Name: Michael Dojlidko

Title: Senior Vice President & General Counsel

Exhibit 1

Trademarks

COUNTRY	TRADEMARK	APP. NO.	FILING DATE	REG. NO.	REG. DATE	STATUS
UNITED STATES	A SENSE OF PLACE	75/657274	3/10/1999	2319443	2/15/2000	REGISTERED
UNITED STATES	ASAYA	87/236285	11/14/2016	6124869	8/11/2020	REGISTERED
UNITED STATES	BEMELMANS BAR	74/363561	2/25/1993	1841020	6/21/1994	REGISTERED
UNITED STATES	CAFE CARLYLE	74/363557	2/25/1993	1799853	10/19/1993	REGISTERED
UNITED STATES	CAFE CARLYLE (Stylized)	74/363562	2/25/1993	1799854	10/19/1993	REGISTERED
UNITED STATES	CARLYLE (and Design)	74/363380	2/25/1993	1809245	12/7/1993	REGISTERED
UNITED STATES	CARLYLE (and Design)	74/363559	2/25/1993	1804694	11/16/1993	REGISTERED
UNITED STATES	CARLYLE (and Design)	74/363551	2/25/1993	1803514	11/9/1993	REGISTERED
UNITED STATES	CARLYLE (and Design)	74/363560	2/25/1993	1845304	7/19/1994	REGISTERED
UNITED STATES	ROSE BUDS	85/034027	5/10/2010	4074790	12/20/2011	REGISTERED
UNITED STATES	ROSEWOOD	77/132533	3/15/2007	3434201	5/27/2008	REGISTERED
UNITED STATES	ROSEWOOD	77/132378	3/15/2007	3513281	10/7/2008	REGISTERED
UNITED STATES	ROSEWOOD	75/632243	2/2/1999	2319105	2/15/2000	REGISTERED
UNITED STATES	ROSEWOOD A SENSE OF PLACE	85/818117	1/8/2013	4463954	1/7/2014	REGISTERED
UNITED STATES	ROSEWOOD HOTELS & RESORTS	74/638284	2/23/1995	1954792	2/6/1996	REGISTERED
UNITED STATES	ROSEWOOD INN OF THE ANASAZI	77/723701	4/28/2009	3721545	12/8/2009	REGISTERED
UNITED STATES	ROSEWOOD MANSION ON TURTLE CREEK	77/705192	4/2/2009	3748721	2/16/2010	REGISTERED
UNITED STATES	ROSEWOOD RESERVE	77/179025	5/11/2007	3502527	9/16/2008	REGISTERED
UNITED STATES	ROSEWOOD RESIDENCES	77/132400	3/15/2007	3513282	10/7/2008	REGISTERED
UNITED STATES	ROSEWOOD SAND HILL	77/869187	11/10/2009	3803129	6/15/2010	REGISTERED
UNITED STATES	SENSE	77/813486	8/26/2009	3839136	8/24/2010	REGISTERED
UNITED STATES	SENSE A ROSEWOOD SPA	77/250487	8/8/2007	3592188	3/17/2009	REGISTERED
UNITED STATES	THE CARLYLE	74/363556	2/25/1993	1803516	11/9/1993	REGISTERED
UNITED STATES	THE CARLYLE (Stylized w/Design)	74/363377	2/25/1993	1797821	10/12/1993	REGISTERED
UNITED STATES	THE CARLYLE (Stylized w/Design)	74/363552	2/25/1993	1819028	2/1/1994	REGISTERED
UNITED STATES	THE CARLYLE (Stylized)	74/363378	2/25/1993	1803258	11/9/1993	REGISTERED
UNITED STATES	THE CARLYLE (Stylized)	74/363555	2/25/1993	1803515	11/9/1993	REGISTERED
UNITED STATES	VERDES	77/565308	9/9/2008	3785607	5/4/2010	REGISTERED