

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
Regent Seven Seas Cruises, Inc.		01/11/2007	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	Regent Hospitality Worldwide, Inc.
Street Address:	Carlson Parkway, P.O. Box 59159
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55459-8249
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	76207391	LUXURY GOES EXPLORING
Serial Number:	78148892	PARTNER ADVANTAGE
Serial Number:	75439178	RADISSON SEVEN SEAS CRUISES
Serial Number:	76252307	RADISSON SEVEN SEAS CRUISES
Serial Number:	78140790	SEVEN SEAS EXPLORER
Serial Number:	78066842	SEVEN SEAS MARINER
Serial Number:	78066846	SEVEN SEAS NAVIGATOR
Serial Number:	74252848	SONG OF FLOWER

CORRESPONDENCE DATA

Fax Number: (763)212-8543
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 7632123443
 Email: trademarks@carlson.com
 Correspondent Name: Travis L. Bachman
 Address Line 1: Carlson Parkway, P.O. Box 59159

OP \$215.00 76207391

Address Line 2: Legal Department
Address Line 4: Minneapolis, MINNESOTA 55459-8249

ATTORNEY DOCKET NUMBER:	RSSC
NAME OF SUBMITTER:	Travis L. Bachman
Signature:	/Travis L. Bachman/
Date:	03/09/2007

Total Attachments: 2
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (the “Assignment”), is made this by and between Regent Seven Seas Cruises, Inc., a Minnesota corporation located at Carlson Parkway, P.O. Box 59159, Minneapolis, MN 55459-8249 (formerly 600 Corporate Drive Suite 410, Fort Lauderdale, FL 33334) (“Assignor”) and Regent Hospitality Worldwide, Inc., a Minnesota corporation located at Carlson Parkway, P.O. Box 59159, Minneapolis, MN 55459-8249 (formerly 12755 State Highway 55, Minneapolis, MN 55441) (“Assignee”).

WHEREAS, Assignor has adopted certain names, trade names, trademarks, service marks and trade dress to identify various cruise-related services, including, but not limited to, those marks identified on the attached Exhibit A, (the “Marks”);

WHEREAS, Assignee is desirous of acquiring the above-identified Marks and any applications and registrations therefor, including the applications and registrations identified on Exhibit A.

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment of Marks. Assignor hereby sells, assigns, transfers and conveys to Assignee, and Assignee hereby accepts, all rights, title and interest in and to the Marks, and any applications and registrations therefor, including the applications and registrations identified on the attached Exhibit A, together with that part of the good will of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this sale, assignment and transfer had not been made.
2. Assignment of Cause of Action. Assignor further sells, assigns, transfers and conveys to Assignee the entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.
3. Cooperation. Assignor hereby covenants and agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights, title and interest herein conveyed.
4. Survival. The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns, and/or legal representatives, and shall be binding upon Assignor, its successors, assigns and/or other legal representatives.

IN WITNESS WHEREOF, the parties have executed this Assignment and such Assignment is effective as of the 11th day of January, 2007.

Assignor:

REGENT SEVEN SEAS CRUISES, INC.

By: Ralph W. Beha
Ralph W. Beha
Vice President & Secretary

Assignee:

REGENT HOSPITALITY WORLDWIDE, INC.

By: Ralph W. Beha
Ralph W. Beha
Secretary

Subscribed and sworn to before me this 11th day of January 2007.

EXHIBIT A

Mark	Country	Status	Serial #	Reg. #	Filing	Registration
LUXURY GOES EXPLORING	Canada	Registered	1112001	TMA594572	8/8/2001	11/12/2003
SEVEN SEAS MARINER	Canada	Registered	1118826	TMA609580	10/18/2001	5/6/2004
SEVEN SEAS NAVIGATOR	Canada	Registered	1118825	TMA609256	10/18/2001	5/4/2004
LUXURY GOES EXPLORING	European Community	Registered	2327393	2327393	8/2/2001	11/5/2002
RADISSON SEVEN SEAS CRUISES and Design	European Community	Registered	2295590	2295590	7/4/2001	12/10/2002
SEVEN SEAS ADVENTURER	European Community	Registered	2301760	2301760	7/16/2001	12/9/2002
SEVEN SEAS CRUISE LINE and Design	European Community	Registered	2898344	2898344	10/14/2002	3/17/2004
SEVEN SEAS DIAMOND	European Community	Registered	2889707	2889707	10/14/2002	3/9/2004
SEVEN SEAS DISCOVERER	European Community	Registered	2416212	2416212	10/18/2001	2/27/2003
SEVEN SEAS ENDEAVOR	European Community	Registered	2302602	2302602	7/16/2001	7/31/2002
SEVEN SEAS EXPLORER	European Community	Registered	2409852	2409852	10/15/2001	11/5/2002
SEVEN SEAS MARINER	European Community	Registered	2287159	2287159	7/4/2001	11/29/2002
SEVEN SEAS NAVIGATOR	European Community	Registered	2288116	2288116	7/4/2001	10/10/2002
LUXURY GOES EXPLORING	United States	Registered	76/207,391	2,661,799	2/8/2001	12/17/2002
PARTNER ADVANTAGE	United States	Registered	78/148,892	2,810,457	7/30/2002	2/3/2004
RADISSON SEVEN SEAS CRUISES	United States	Registered	75/439,178	2,271,781	8/24/1999	8/24/1999
RADISSON SEVEN SEAS CRUISES and Design	United States	Registered	76/252,307	2,600,759	5/7/2001	7/30/2002
SEVEN SEAS EXPLORER	United States	Registered	78/140,790	2,700,599	7/2/2002	3/25/2003
SEVEN SEAS MARINER	United States	Registered	78/066,842	2,540,614	6/1/2001	2/14/2002
SEVEN SEAS NAVIGATOR	United States	Registered	78/066,846	2,571,631	6/1/2001	5/21/2002
SONG OF FLOWER	United States	Registered	74/252,848	1,735,322	2/25/1992	11/24/1992