

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hornblower Yachts, Inc.		08/01/2011	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Hornblower Group, LLC
<b>Street Address:</b>	Pier 3, The Embarcadero
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94111
<b>Entity Type:</b>	LTD LIAB JT ST CO: CALIFORNIA

**PROPERTY NUMBERS Total: 27**

Property Type	Number	Word Mark
Registration Number:	2521625	HORNBLOWER
Registration Number:	3593946	RESPECT OUR PLANET
Registration Number:	3828926	HORNBLOWER HYBRID
Registration Number:	3804527	BETWEEN THE SEA AND THE SKY
Registration Number:	3523668	STATUE CRUISES
Registration Number:	3929912	SIGHTS & SIPS
Registration Number:	3553140	ALCATRAZ CRUISES
Registration Number:	2567652	CRUISE US
Registration Number:	3001594	SEA CALIFORNIA
Registration Number:	3523740	HORNBLOWER
Registration Number:	3556542	ADVENTURES AT SEA
Registration Number:	3148575	ALWAYS A PLEASURE
Serial Number:	78654438	ALCATRAZ LANDING
Serial Number:	85123891	LIGHTS & SIPS

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Serial Number:	85103039	FLAGSHIP EVENTS
Serial Number:	77397111	FREEDOM CRUISES
Serial Number:	77401799	BATTERY LANDING
Serial Number:	77490175	STATUE HOSPITALITY
Serial Number:	77519567	RESPECT OUR PLANET
Serial Number:	77560085	HORNBLOWER LANDING
Serial Number:	77566086	HORNBLOWER ZERO EMISSION
Serial Number:	77757345	HYDROTINI
Serial Number:	77565463	HORNBLOWER TRYBRID
Serial Number:	85194122	NIAGARA FALLS CRUISES
Serial Number:	77562216	LIBERTY HOSPITALITY
Serial Number:	85034090	HORNBLOWER'S CAFÉ
Serial Number:	77841711	HORNBLOWER'S RESTAURANT

**CORRESPONDENCE DATA**

Fax Number: (415)438-8304  
Phone: 415-983-8297  
Email: rjacobs@hornblower.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Richard C. Jacobs  
Address Line 1: Pier 3, The Embarcadero  
Address Line 4: San Francisco, CALIFORNIA 94111

NAME OF SUBMITTER:	Terry MacRae
Signature:	/Terry MacRae/
Date:	09/29/2011

Total Attachments: 1  
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**ASSIGNMENT AND TRANSFER OF INTERESTS IN TRADEMARK REGISTRATIONS  
AND TRADEMARK APPLICATIONS**

Hornblower Yachts, Inc., a California corporation, and various related entities and affiliated entities have been reorganized into a new corporate structure, with a parent entity of Hornblower Group, LLC, a California limited liability corporation.

As a result, Hornblower Yachts, Inc., wishes to, and for value received and acknowledged hereby does, assign and transfer all of its rights and interests in all of its various trademark registrations and pending trademark applications to Hornblower Group, LLC.

Dated: August 1, 2011



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RICHARD C. JACOBS

Vice President and General Counsel  
Hornblower Yachts, Inc.

Assistant Secretary, Hornblower Group, LLC