

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Amelia Island Company		09/17/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Omni Hotels Management Corporation		
Street Address:	420 Decker Drive		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75062		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	2302787		
Registration Number:	1192273	AMELIA ISLAND PLANTATION	
Registration Number:	2234183	AMELIA ISLAND PLANTATION	
Registration Number:	2241514	THE AMELIA INN & BEACH CLUB	
Registration Number:	1979839	THE AMELIA ISLAND CLUB	
Registration Number:	2534172	EVERYBODY LOVES AMELIA	
Serial Number:	77910117	AMELIA ISLAND GOLF RESORT	
CORRESPONDENCE DATA			
Fax Number:	(312)236-7516		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-368-4000		
Email:	ch.tm@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		

CH \$190.00 2302787

ATTORNEY DOCKET NUMBER:	365392-1 AMELIA ASSIGNMEN
NAME OF SUBMITTER:	Mark I. Feldman
Signature:	/Mark I. Feldman/
Date:	10/08/2010
Total Attachments: 3 source=Amelia Island assignment#page1.tif source=Amelia Island assignment#page2.tif source=Amelia Island assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

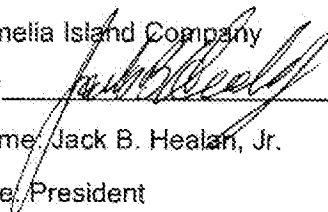
WHEREAS, Amelia Island Company, a Delaware Corporation having a place of business at Landmark Office Tower 25 West Prospect Avenue #1400 Cleveland, Ohio 44115-1000 ("Assignor"), is the sole and exclusive owner of the trademark registrations described on the schedule attached hereto and made a part hereof (the "Marks"); and

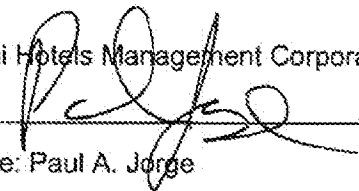
WHEREAS, Omni Hotels Management Corporation, a Delaware corporation, having a place of business at 420 Decker Drive, Irving, Texas 75062 ("Assignee"), desires to acquire the entire right, title and interest in, to and under the said Marks and the registrations thereof;

NOW, THEREFORE, 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 and Assignee have executed this Assignment by their duly authorized representatives.

Amelia Island Company
By: 
Name: Jack B. Healan, Jr.
Title: President
Date: September 17, 2010

Omni Hotels Management Corporation
By: 
Name: Paul A. Jorge
Title: Vice President
Date: September 17, 2010

INTELLECTUAL PROPERTY RIGHTS

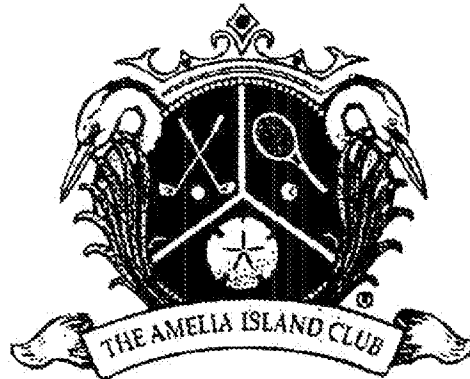
Mark	Reg. No./App. No.	Reg. Date/App. Date	Comments/Status
	2,302,787	12/21/1999	Registered Renewal due 12/21/2019 Classes 35, 38, 41 & 42
AMELIA ISLAND PLANTATION	1,192,273	03/18/1982	Registered Renewal due 03/19/2012 Classes 35, 38, 41 & 42
AMELIA ISLAND PLANTATION	2,234,180	03/23/1999	Registered Renewal due 03/23/2019 Classes 25 & 28
THE AMELIA ISLAND INN & BEACH CLUB	2,241,514	04/27/1999	Registered Renewal due 04/27/2019 Classes 35 & 42
THE AMELIA ISLAND CLUB	1,979,829	06/11/1998	Registered Renewal due 06/11/2018 Classes 41 & 42
EVERYBODY LOVES AMELIA	2,534,172	01/26/2002	Registered Renewal due 01/26/2012 Classes 41 & 42
AMELIA ISLAND RESORT & CLUB	(78/085,822)	(09/04/2005)	Inactive Classes 38, 41 & 42
AMELIA ISLAND GOLF RESORT	(79/085,572)	(09/04/2005)	Inactive Classes 41 & 43
AMELIA ISLAND GOLF RESORT COMPANY	(78/085,984)	(09/04/2005)	Inactive Class 38
AMELIA ISLAND GOLF RESORT COMPANY	(77/910,117)	(01/12/2010)	Pending Convention due 07/12/2010 Amendment due 10/12/2010
AMELIA ISLAND MANAGEMENT	T07000000099 (Floor plan trademark)	04/24/2007	Registered Renewal due 04/24/2012 Class 38
THE SPA AT AMELIA ISLAND PLANTATION			
THE SPA & SHOP AT AMELIA ISLAND PLANTATION			
LONG POINT GOLF COURSE			
AMELIA LINKS GOLF COURSE			
OCEAN LINKS GOLF COURSE			
OAK MARSH GOLF COURSE			
RACQUET PARK			
RACQUET PARK TENNIS			
HEALTH & FITNESS CENTER			
OCEAN GRILL RESTAURANT			
SUNRISE CAFE			
THE VERANDA RESTAURANT			
GOLF SHOP RESTAURANT			
BEACH CLUB RESTAURANT			
MARCHE BURETTE			
COOPER'S ICE CREAM			
DUNES CLUB SAND BAR			
ROOM SERVICE DINING			
LONG POINT CLUBHOUSE			
AMELIA LOBBY LOUNGE			
FALCON'S NEST			
AMELIA'S WHEELS			
NATURE CENTER			
AMELIA'S SIGNATURE SHOP			
RESORT TO HOME			
HARRISON'S MERCHANTILE			
THE SALON & BOUTIQUE			
WWW.AMFL.COM			

Insert to Schedule 3.05(d)

Additional Intellectual Property Rights

CLUB MARKS

• "Amelia Island Club", a typed drawing registered with the United States Patent and Trademark Office, serial number 74707083, Reg. No. 1979839.



• Logo, registered with the United States Patent and Trademark Office, Reg. No. 2302787:



Insert to Schedule 3.05(d) - Additional Intellectual Property Rights