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FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

05-15-1998

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

MRD  
5-11-98



100710712

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

New

Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_

Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

#### Conveyance Type

Assignment  License

Security Agreement  Nunc Pro Tunc Assignment

Merger  
Effective Date  
Month Day Year \_\_\_\_\_

Change of Name

Other \_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name Hampton Inns, Inc.

Execution Date  
Month Day Year  
123197

Formerly \_\_\_\_\_

Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

#### Receiving Party

Mark if additional names of receiving parties attached

Name Promus Hospitality Corporation

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 755 Crossover Lane

Address (line 2) \_\_\_\_\_

Address (line 3) Memphis

TN

38117

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other \_\_\_\_\_

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization Delaware

05/13/1998 SSNITH 00000307 75283985

FOR OFFICE USE ONLY

01 FC:481  
02 FC:482

40.00 DP  
800.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231  
REEL: 1725 FRAME: 0383

**Domestic Representative Name and Address** Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address** Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached  
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75283985"/>	<input type="text" value="75222267"/>	<input type="text" value="75274876"/>	<input type="text" value="1633564"/>	<input type="text" value="1655835"/>	<input type="text" value="2079257"/>
<input type="text" value="75382342"/>	<input type="text" value="75382920"/>	<input type="text" value="75382336"/>	<input type="text" value="1644020"/>	<input type="text" value="1833001"/>	<input type="text" value="2081514"/>
<input type="text" value="75274875"/>	<input type="text" value="75382998"/>	<input type="text"/>	<input type="text" value="1653292"/>	<input type="text" value="1935900"/>	<input type="text" value="1305512"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Barbara Arnold Barbara Arnold May 7, 1998  
Name of Person Signing Signature Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1343583	1821850	1639323
1343584	1668915	
1352215	1436819	
1513176	1513141	
1614423	1736712	
1523965	1675511	
1617186	2032296	

**ASSIGNMENT OF TRADEMARKS**  
(Federal Registrations/Applications)

WHEREAS, HAMPTON INNS, INC., a corporation duly organized and existing under the laws of the state of Delaware, currently having a principal place of business at 785 Crossover Lane, Suite 141, Memphis, Tennessee 38117 and formerly having a place of business at 6800 Poplar Avenue, Suite 200, Memphis, Tennessee 38138 and 6799 Great Oaks Road, Memphis, Tennessee 38138, is the owner of certain trademarks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, HAMPTON INNS, INC. is the owner of registrations and applications relating to said marks in the United States Patent and Trademark Office, whose registration numbers and registration dates are set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
1-800-CALL HOME (Block)	1633564	01/29/91
100% Satisfaction Guarantee (Long Version Design)	1644020	05/07/91
100% Satisfaction Guarantee (Short Version Design)	1653292	08/06/91
Finally, A Hotel That's Like Home (Block)	1655835	09/03/91
For The Price Of The Ordinary, You Can Have The Extraordinary (Block)	1833001	04/26/94
Hampton Inn & Suites (Block)	1935900	11/14/95
Hampton Inn & Suites (Design)	2079257	07/15/97
Hampton Inn & Suites (Design-Lined for Color)	2081514	07/22/97
Hampton Inn (Block)	1305512	11/13/84
Hampton Inn (Design)	1343583	06/18/85
Hampton Inn (Design-Lined for Color)	1343584	06/18/85

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Hampton Inn Cartouche (Design)	1352215	07/30/85
Homewood Suites (Block)	1513176	11/15/88
Homewood Suites (Design Two Bars)	1614423	09/18/90
Homewood Suites (Design)	1523965	02/07/89
Homewood Suites Duck Design	1617186	10/09/90
Homewood Suites Hotel (Design)	1821850	02/15/94
Homewood Suites Sign (Design-Lined for Color)	1668915	12/17/91
InnDex I (Block)	1436819	04/14/87
Lifestyle 50 (Block)	1513141	11/15/88
Suite Feet (Block)	1736712	12/01/92
Suite Shop (Block)	1675511	02/11/92
Welcome Home (Block)	2032296	01/21/97
You've Got To Love Us, You've Got Our Guarantee (Block)	1639323	03/26/91

<i>Description of Mark</i>	<i>Application Number</i>	<i>Application Date</i>
1-800-Hampton (Block)	75/283985	04/30/97
Because One Size Doesn't Fit All (Block)	75/382342	10/31/97
Get What Your Expect. Guaranteed. (Block)	75/274875	04/15/97
Hampton Vacation Resort (Block)	75/222267	01/07/97
Hampton Vacation Resort (Design-Lined for Color)	75/382920	10/31/97
Hampton Vacation Resort (Design)	75/382998	10/31/97
Stay Satisfied. (Block)	75/274876	04/15/97
We Make It Easy To Take It Easy (Block)	75/382336	10/31/97

WHEREAS, PROMUS HOSPITALITY CORPORATION, a corporation duly organized and existing under and by virtue of the laws of the State of Delaware, having

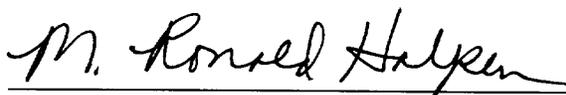
a principal place of business at 755 Crossover Lane, Memphis, Tennessee 38117, is desirous of acquiring all of the right, title and interest in and to said marks and the registrations and applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Hampton Inns. Inc. does hereby transfer and assign to Promus Hospitality Corporation, a Delaware corporation, all of its right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and all causes of action for the infringement of such marks, and the registrations and applications hereinabove listed.

Dated: December 31, 1997

Assignor:

HAMPTON INNS, INC.

By:   
M. Ronald Halpern  
Assistant Secretary

Assignee:

PROMUS HOSPITALITY CORPORATION

By:   
Ralph B. Lake  
Senior Vice President

