

05-15-1998



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HEET

5/11/98
MRD

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
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Promus Hotels, 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

- 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 SSMITH 00000308 75302480

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
1025.00 OP

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: 1734 FRAME: 0373

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="75302480"/>	<input type="text" value="75382340"/>	<input type="text" value="75360097"/>	<input type="text" value="1281926"/>	<input type="text" value="1339742"/>	<input type="text" value="1685712"/>
<input type="text" value="75335738"/>	<input type="text" value="75302423"/>	<input type="text" value="75382341"/>	<input type="text" value="1635140"/>	<input type="text" value="1634503"/>	<input type="text" value="1708927"/>
<input type="text" value="75382343"/>	<input type="text" value="75341573"/>	<input type="text" value="75162177"/>	<input type="text" value="1295145"/>	<input type="text" value="2059449"/>	<input type="text" value="1924847"/>

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
Name of Person Signing

Barbara Arnold
Signature

May 7, 1998
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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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Mark if additional numbers attached

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Trademark Application Number(s)

Registration Number(s)

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

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Execution Date
Month Day Year

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Individual General Partnership Limited Partnership Corporation Association

Other

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Receiving Party

Enter Additional Receiving Party

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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)

1728313

ASSIGNMENT OF TRADEMARKS
(Federal Registrations/Applications)

WHEREAS, PROMUS HOTELS, INC., a corporation duly organized and existing under the laws of the state of Delaware, currently having a 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, is the owner of certain trademarks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, PROMUS HOTELS, 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>
A Suite Weekend (Block)	1281926	06/12/84
Diplomat (Block)	1635140	02/12/91
Embassy Suites (Block)	1295145	09/11/84
Embassy Suites (Design)	1339742	06/04/85
Embassy Suites Hotel (One Bar Design)	1634503	02/05/91
Embassy Suites Leaf Design	2059449	05/06/97
Embassy Suites with Stylized E Design	1685712	05/05/92
Embassy Suites with Stylized E Design (Design-Lined for Color)	1708927	08/18/92
Embassy Vacation Resort (Block)	1924847	10/03/95
FamilyFriendly (Block)	1916950	09/05/95
Granada Royale (Block)	1768265	04/27/93
Group Connection (Block)	1540769	05/23/89
Hometel (Block)	714826	05/02/61
Embassy Lion Design	1641662	04/16/91
Park Suites (Block)	1204076	08/03/82
Plaza on the Green (Block)	1380879	01/28/86

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TRADEMARK
REEL: 1734 FRAME: 0377

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Promus (Block)	1603176	06/19/90
Promus (Design)	1641780	04/16/91
Promus (Design)	2030361	01/14/97
Embassy Stylized E (Design)	1688251	05/19/92
Suite 'N Low (Block)	1312710	01/01/85
Suite Deal (Block)	1254815	10/18/83
Suite Essentials (Block)	1740424	12/15/92
Suite Resort (Block)	1254820	10/18/83
The Suite Hotel Deal (Block)	1137050	06/17/80
The Suite Idea (Block)	1278422	05/15/84
The Suite Life (Block)	1254814	10/18/83
Twice The Hotel (Block)	1683398	02/14/92
Welcome to the Suite Life (Block)	1254821	10/18/83
Your Own Paradise (Block)	2074032	07/24/97
Cool Cat Kids Club (Block)	1728313	10/27/92

<i>Description of Mark</i>	<i>Application Number</i>	<i>Application Date</i>
1-800-Embassy (Words)	75/302480	06/03/97
Catch Me At My Best (Block)	75/335738	08/04/97
Embassy Vacation Resort (Design)	75/382343	10/31/97
Embassy Vacation Resort (Design -Lined for Color)	75/382340	10/31/97
Embassy Vacation Resort (Words)	75/302423	06/03/97
Embassy Vacation Shares (Block)	75/341573	08/15/97
Preferred Supplier Network (Design)	75/360097	09/19/97
Preferred Supplier Network (Design-Lined for Color)	75/382341	10/31/97
System 21 (Block)	75/162177	09/06/96
System 21 (Design)	75/161624	09/06/96
What A Difference A Stay Makes (Block)	75/389469	11/13/97

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

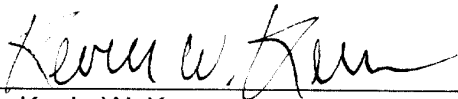
desirous of acquiring all of the right, title and interest in and to said marks and the registrations and applications thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Promus Hotels, 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:

PROMUS HOTELS, INC.

By: 
Kevin W. Kern
Assistant Secretary

Assignee:

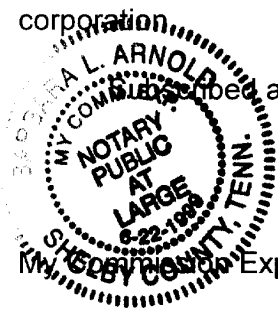
PROMUS HOSPITALITY CORPORATION

By: 
Ralph B. Lake
Senior Vice President

STATE OF TENNESSEE)
) ss:
COUNTY OF SHELBY)

Personally appeared before me the above-named Kevin W. Kern known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of PROMUS HOTELS, INC. and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation

Subscribed and sworn to before me this December 31, 1997.

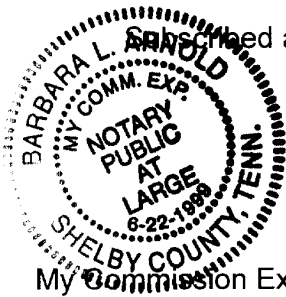


Barbara L. Arnold
Notary Public

STATE OF TENNESSEE)
) ss:
COUNTY OF SHELBY)

Personally appeared before me the above-named Ralph B. Lake, known or proved to me to be the same person who executed the foregoing instrument and to be a Senior Vice President of PROMUS HOSPITALITY CORPORATION and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this December 31, 1997.



Barbara L. Arnold
Notary Public

My Commission Expires: 6/22/99

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