

08-07-1998

FORM PFO-1594

*MAD*  
*8-3-98*



RECORDED & INDEXED  
**100788940**  
TRADEMARKS ONLY

Docket No. 32615/WGM/E87  
32616/WGM/E87  
32617/WGM/E87  
32618/WGM/E87

Box Assignment  
Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Post Office Box 7068  
Pasadena, CA 91109-7068

Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies): <b>ESH, Inc.</b></p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation  <input type="checkbox"/> Other  <input checked="" type="checkbox"/> Exists Under Laws of Arizona</p> <p>Additional name(s) of conveying party(ies) attached: <b>No</b></p>	<p>2. Name and address of receiving party(ies): Name: <b>Delaware Capital Formation, Inc.</b> Street Address: <b>1403 Foulk Road, Suite 102, Wilmington, Delaware 19803-2755</b></p> <p><input type="checkbox"/> Individual(s) citizenship  <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership  <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation  <input type="checkbox"/> Other:  <input checked="" type="checkbox"/> Exists Under Laws of <b>Delaware</b></p>
<p>3. Name of conveyance: <input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other:</p> <p>Execution Date: <b>June 24, 1998</b></p>	<p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <b>No</b></p> <p>(Designation must be a separate document from Assignment). Additional name(s) &amp; address(es) attached? <b>No</b></p>
<p>4. A. Trademark Application No.(s) <b>75/328,209</b></p>	<p>4. B. Trademark Registration No.(s) <b>1,717,628 1,717,992 1,767,421</b></p>
Additional numbers attached? <b>No</b>	
<p>5. Please return the recorded document and address all correspondence to: <b>CHRISTIE, PARKER &amp; HALE, LLP</b> P.O. Box 7068 Pasadena, CA 91109-7068 Attention: <b>Walter G. Maxwell</b></p>	<p>6. Total number of applications or registrations involved..... <span style="border: 1px solid black; padding: 2px;">4</span></p>
<p>10. <input type="checkbox"/> Explanatory letter is enclosed.</p>	<p>7. <input checked="" type="checkbox"/> Total fee enclosed (37 CFR 3.41):      \$ <b>115</b></p> <p>8. <input checked="" type="checkbox"/> Any deficiency or overpayment of fees should be charged or credited to <b>Deposit Account No. 03-1728</b>, except for payment of issue fees required under 37 CFR § 1.18. Please show our docket number with any credit or charge to our Deposit Account.</p>
<p>9. 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.</p> <p>Date: <b>July 30, 1998</b></p> <p>By: <i>Walter G. Maxwell</i></p> <p>Name: <b>Walter G. Maxwell</b> 626/795-9900; 213/681-1800</p> <p>Total number of pages including cover sheet, attachments, and document: <span style="border: 1px solid black; padding: 2px;">2</span></p>	

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01 FC:481 40.00 OP  
02 FC:482 75.00 OP

*FC OK*

WGM:agj

AGI PAST 1-807-1-730898 231 .001

TRADEMARK  
REEL: 1764 FRAME: 0960

TRADEMARK ASSIGNMENT

WHEREAS, ESH INC., a corporation of the State of Arizona, having a place of business at 3020 S. Park Drive, Tempe, Arizona 85282 ("ASSIGNOR" herein), has used and is the owner of the following marks as evidenced by their registrations and application for registration in the United States Patent and Trademark Office.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Docket No.</u>
ESH INC.	1,717,628	09/22/92	32616
DATAGRAPHIC	1,717,992	09/22/92	32618
DATAMETRICS	1,767,421	04/27/93	32617

<u>Mark</u>	<u>Serial. No.</u>	<u>Filing Date</u>	<u>Docket No.</u>
MASS (Stylized)	75/328,209	07/21/97	32615

WHEREAS, DELAWARE CAPITAL FORMATION, INC., a corporation of the State of Delaware, having a place of business at 1403 Foulk Road, Suite 102, Wilmington, Delaware 19803-2755 ("ASSIGNEE" herein), desires to acquire said marks and the above-identified registrations and application for registration thereof, together with the goodwill of the business in connection with which each of said marks are used.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the above marks and the above-identified registrations and application for registration thereof, and all rights and privileges pertaining to said marks, together with the goodwill of the business symbolized by the marks.

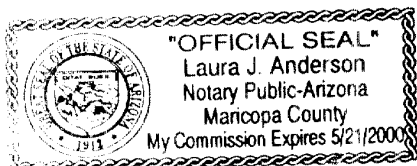
ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect the marks and their registrations, and to perfect the record title of ASSIGNEE in and to said marks and their said registrations and application for registration.

ESH INC

By Steve Radakovich  
Steve Radakovich  
Chief Operating Officer

STATE OF ARIZONA  
COUNTY OF MARICOPA

On 08-24-98, before me LAURA J ANDERSON, Notary Public, personally appeared **Steve Radakovich** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



WITNESS my hand and official seal.

Laura J. Anderson  
Signature of Notary