

01-15-1999

U.S. Department of Commerce
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U.S. Patent & TMO/TM Mail Rpt Dt. #26

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

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- ☐ New
- ☒ Resubmission (Non-Recordation)
Document ID # 100710712
- ☐ Correction of PTO Error
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Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger ☐ Change of Name
- ☐ Other
- Effective Date
Month Day Year

Conveying Party

☐ Mark if additional names of conveying parties attached

Execution Date
Month Day Year 123197

Name Hampton Inns, Inc.

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

City

TN

State/Country

38117

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 Assignment.)
- ☒ Corporation ☐ Association
- ☐ Other
- ☒ Citizenship/State of Incorporation/Organization Delaware

01/14/1999 OMBU#EN 00000312 75382342

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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number (901) 374-5099

Name

Barbara Arnold

Address (line 1)

755 Crossover Lane

Address (line 2)

Memphis, Tennessee 38117

Address (line 3)

Address (line 4)

Pages

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

#

4

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)

5382342

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

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Deposit Account

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Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

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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

1/5/99

Date Signed



01-07-1999

ASSIGNMENT OF TRADEMARKS
(Federal Registrations/Applications)

U.S. Patent & TMO/TM Mail Rcpt Dt. #26

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
M. Ronald Halpern
Assistant Secretary

Assignee:

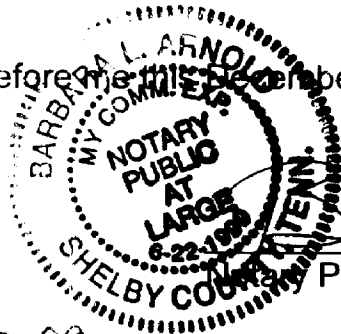
PROMUS HOSPITALITY CORPORATION

By: Ralph B. Lake
Ralph B. Lake
Senior Vice President

STATE OF TENNESSEE)
) ss:
COUNTY OF SHELBY)

Personally appeared before me the above-named M. Ronald Halpern known or proved to me to be the same person who executed the foregoing instrument and to be the 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.



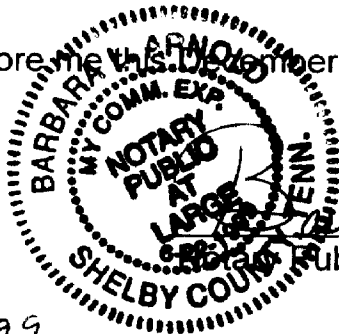
Barbara L. Arnold
Public

My Commission Expires: 6-22-99

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
Public

My Commission Expires: 6-22-99