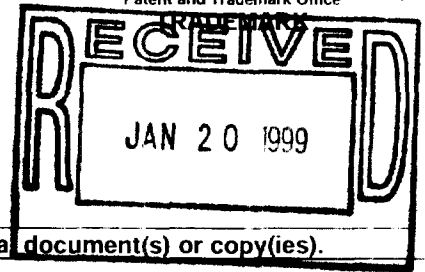


01-21-1999



100949223



RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

MLO 1-20-99

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
  - Change of Name
  - Other \_\_\_\_\_
- Effective Date:  
Month Day Year  
12311997

Conveying Party

Mark if additional names of conveying parties attached

Name Doubletree of Phoenix, Inc. Execution Date  
Month Day Year  
01121999

Formerly Doubletree, Inc.

- 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 \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

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.)

01/21/1999 DNGUYEN 00000013 1094809

FOR OFFICE USE ONLY

01 FC:481 40.00 OP  
02 FC:482 150.00 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

TRADEMARK  
REEL: 1841 FRAME: 0918

**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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="0904461"/>	<input type="text" value="1186206"/>	<input type="text" value="1391907"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1094809"/>	<input type="text" value="1290420"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1116228"/>	<input type="text" value="1303267"/>	<input type="text"/>

**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 L. Arnold

1-15-99

Name of Person Signing

Signature

Date Signed

## ASSIGNMENT OF TRADEMARKS

WHEREAS, DOUBLETREE OF PHOENIX, INC., a corporation duly organized and existing under the laws of the state of Delaware, currently having a principal place of business at 755 Crossover Lane, Memphis, Tennessee 38117 is the owner of certain trademarks and service marks set out and identified in Exhibit A attached hereto and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, DOUBLETREE OF PHOENIX, INC., a Delaware corporation, is the owner of registrations relating to said marks in the United States Patent and Trademark Office;

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 thereof as of December 31, 1997 (the "Effective Date");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, DOUBLETREE HOTELS CORPORATION does hereby transfer and assign as of the Effective Date 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 listed in Exhibit A.

Assignor

DOUBLETREE OF PHOENIX, INC.

By: Kevin W. Kern

Kevin W. Kern  
Vice President

Assignee:

PROMUS HOSPITALITY CORPORATION

By: Peter H. Kesser

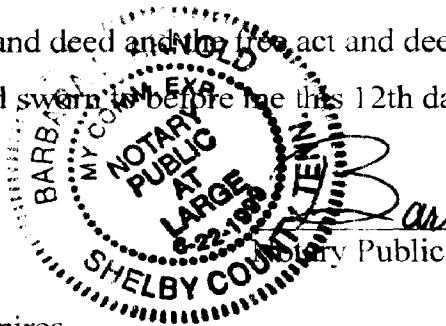
Peter H. Kesser  
Vice President

NOTARIAL CERTIFICATE

STATE OF TENNESSEE )  
 )  
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 a Vice President of DOUBLETREE OF PHOENIX, 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 12th day of January, 1999.



*Barbara L. Arnold*  
\_\_\_\_\_  
Notary Public

My Commission Expires

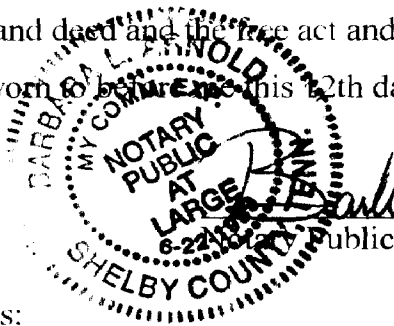
6-22-99

NOTARIAL CERTIFICATE

STATE OF TENNESSEE )  
 )  
COUNTY OF SHELBY )

Personally appeared before me the above named Peter H. Kesser, known or proved to me to be the same person who executed the foregoing instrument and to be a 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 12th day of January, 1999.



*Barbara L. Arnold*  
\_\_\_\_\_  
Notary Public

My Commission Expires:

6-22-99

## EXHIBIT A

SCHEDULE OF TRADEMARKS

<u>Description of Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Boojum Tree (Block)	0904461	05-07-91
Doubletree (Block)	1094809	06-27-78
Plazatree (Block)	1116228	04-03-79
Doubletree Plaza (Block)	1186206	01-12-82
Doubletree Design (Two Tree Design)	1290420	08-14-84
Bopeep's (Block)	1303267	10-30-84
Star (Design)	1391907	04-29-86