

07-12-1999



COVER SHEET ONLY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Tab settings 000

To the Honorable Commissioner

101087921

Record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Jao Incorporated

- Individual(s) Association
General Partnership Limited Partnership
Corporation-State
Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)

Name: Hyatt Corporation

Internal Address:

Street Address: 200 West Madison

City: Chicago State: IL ZIP: 60606

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State Delaware
Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
Security Agreement Change of Name
Other

Execution Date: December 2, 1998

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,270,411

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Carol Anne Been

Internal Address:

Sonnenschein Nath & Rosenthal

8000 Sears Tower

Street Address:

233 South Wacker Drive

City: Chicago State: IL ZIP: 60606

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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40.00 DP

DO NOT USE THIS SPACE

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.

Carol Anne Been

Name of Person Signing

Signature

Signature

July 7, 1999

Date

Total number of pages including cover sheet, attachments, and document: 3

ASSIGNMENT OF SERVICE MARK

WHEREAS, Jao Incorporated, whose principal office is located at 5419 North Sheridan Road, Chicago, Illinois 60640 ("Assignor"), is the owner of the service mark AVANZARE for restaurant services ("the Service Mark") and U.S. Service Mark Registration No. 1,270,411 pertaining thereto; and

WHEREAS, Hyatt ~~Hotels~~ Corporation, whose principal office is located at 200 West Madison, Chicago, Illinois 60606 ("Assignee"), desires to acquire all of Assignor's rights, title and interest in the Service Mark, including the above-named registration, together with the goodwill of the business symbolized by said Service Mark;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to Assignee all of its rights, title and interest in and to said Service Mark and said U.S. Service Mark Registration, together with the goodwill of the business symbolized by such Service Mark, including the right to sue for all infringements which may have occurred before execution of this Assignment.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of Assignor.

Jao Incorporated

By:



Charles L. Haskell

Date:

12/2/98