

03-08-2002

KL Ref. No.:

FORM PTO-1594

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U.S. DEPARTMENT OF COMMERCE

(Rev. 6-93)

Patent and Trademark Office

102006805

To the Honorable Commissioner of Patents and Trademarks, and original documents or copy thereof.

1. Name of conveying party(ies)  
**Starmark Northwest Management, L.L.C.**

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

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

*MRO*  
*2/7/2*

2. Name and address of receiving party(ies)  
Name: **Starwood Hotels and Resorts Worldwide, Inc.**

Internal Address:  
Street Address: **1111 Westchester Avenue**

City: **White Plains** State: **NY** Zip: **10604**

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

*FEB - 2002*

3. Nature of conveyance:
- Assignment
  - Security Agreement
  - Merger
  - Change of Name
  - Other

Execution Date: **1/31/02**

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) **2,499,371**

Additional numbers attached?  Yes  No

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

Name: **Mary B. Scott**

Internal Address: **Kramer Levin Naftalis & Frankel LLP**

Street Address: **919 Third Avenue**

City: **New York** State: **New York** Zip: **10022**

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 # **50-0540**

8. Deposit account number: **50-0540**  
(Attach duplicate copy of this page if paying by deposit account)

**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.

**Mary B. Scott**

Name of Person Signing

*Mary B. Scott*  
Signature

*2/6/02*  
Date

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

**Do not detach this portion**

Mail documents to be recorded with required cover sheet information to:

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

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

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**TRADEMARK  
REEL: 002456 FRAME: 0687**

## TRADEMARK ASSIGNMENT

WHEREAS, STARMARK NORTHWEST MANAGEMENT, L.L.C., a Delaware Limited Liability Corporation, having a business address of 1700 Broadway, Suite 1600, Denver, Colorado 80290, is the owner of the following trademark registration thereof in the United States Patent & Trademark Office:

**AWAY** – Registration Number 2,499,371, registered October 23, 2001;

WHEREAS, STARWOOD HOTELS AND RESORTS WORLDWIDE, INC., a Maryland Corporation, and successor to the business of the registrant to which the mark pertains, having an office and principal place of business of 1111 Westchester Avenue, White Plains, New York, 10604, wishes to acquire the entire right, title, interest in and to said trademark registration, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademark.

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STARMARK NORTHWEST MANAGEMENT, L.L.C., has sold, assigned and set over and does hereby sell, assign, and set over to STARWOOD HOTELS AND RESORTS WORLDWIDE, INC., its successors, assigns, the entire right, title and interest to said trademark registration and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademark, and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefits.

STARMARK NORTHWEST MANAGEMENT,  
L.L.C.,  
a Delaware Limited Liability Company



By: TRACEY DUNLAP  
Title: VP. CFO

Date: 1/31/02

STATE OF COLORADO )  
 ) ss.  
COUNTY OF Denver )

Subscribed and sworn to before me this 1<sup>st</sup> day of February,  
2002, by Nancy Dunlap, CFO of STARMARK NORTHWEST  
MANAGEMENT, L.L.C.

*[Handwritten Signature]*

Witness my hand and official seal.

My commission expires: 10-19-02

