

Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies)/Execution Date(s):**

**HILTON HOSPITALITY, INC.**

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

Citizenship (see guidelines) \_\_\_\_\_

Execution Date(s) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance:**

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: **CONRAD HOSPITALITY, LLC**

Internal

Address: \_\_\_\_\_

Street Address: **9336 Civic Center Drive**

City: **Beverly Hills**

State: **California**

Country: **USA** Zip: **90210**

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship **Delaware**
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

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)

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

**2647315**

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

**THE FIRST NAME IN HOTELS (block)**

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

Name: **Hilton Hotels Corporation**

Internal Address: **Galen Colbert**

Street Address: **755 Crossover Lane**

City: **Memphis**

State: **Tennessee**

Zip: \_\_\_\_\_

Phone Number: **901-374-5027**

Fax Number: **901-374-5050**

Email Address: **galen\_colbert@hilton.com**

**6. Total number of applications and registrations involved:**

**1**

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number **501043**

Authorized User Name **Galen Colbert**

**9. Signature:**

*Galen Colbert*  
Signature

**March 4, 2005**  
Date

**Galen Colbert**

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: **5**

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 501043 2647315

## ASSIGNMENT

WHEREAS, Hilton Hospitality, Inc., ("Assignor"), a corporation duly organized and existing under the laws of the state of Nevada, currently having a principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90210, United States of America, is the owner of the Trademark Registration in the United States of America as set out in the attached Schedule; and

WHEREAS, Conrad Hospitality, LLC ("Assignee"), a limited liability company duly organized and existing under and by virtue of the laws of the State of Delaware, having a principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90210, United States of America, has acquired the said Trademark Registration together with the whole of the goodwill of the business in the United States of America in which the trademark, the subject of the said Registration, has been used and registered and/or applied for;

NOW, THEREFORE, this instrument witnesses that for and in consideration of the sum of one dollar (U.S. \$1.00) and other good and valuable consideration to it paid, the receipt of which is hereby acknowledged, Assignor hereby confirms that it has sold, assigned and transferred and assigns the whole right, title and interest in and to the said Trademark and the aforesaid Registration together with the whole of the goodwill of the business in the United States of America in which the said Trademark has been used and registered for to be held and enjoyed by the Assignee and fully as the same would have been held and enjoyed by the Assignor had this assignment not been made.


IN WITNESS WHEREOF, this Assignment has been executed this 24<sup>nd</sup> day of February, 2005.

Assignor:  
HILTON HOSPITALITY, INC.

By:   
Barbara Arnold

Its: Assistant Vice President

Assignee:  
CONRAD HOSPITALITY, LLC

By:   
Hue Smith

Its: Vice President and  
Joint Secretary

**SCHEDULE OF ASSIGNMENT**

United States of America

<b>MARK</b>	<b>Class</b>	<b>Application Number.</b>	<b>Application Date</b>	<b>Registration Number.</b>	<b>Registration Date</b>
THE FIRST NAME IN HOTELS	42	78/058371	April 13, 2001	2647315	November 5, 2002

NOTARIAL CERTIFICATES

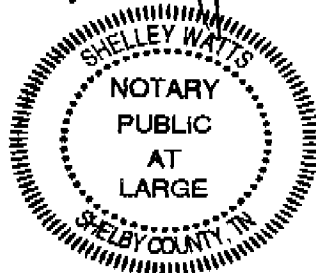
STATE OF TENNESSEE )  
 )  
 ) SS:  
COUNTY OF SHELBY )

Personally appeared before me the above named Barbara Arnold, known or proved to me to be the same person who executed the foregoing instrument and to be a Assistant Vice President of Hilton Hospitality, Inc., and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 24<sup>th</sup> day of February, 2005.

*Shelley Watts*  
\_\_\_\_\_  
Notary Public

My Commission Expires:  
**MY COMMISSION EXPIRES:**  
September 13, 2006



STATE OF CALIFORNIA )  
 )  
 ) SS:  
COUNTY OF LOS ANGELES

Personally appeared before me the above named Hue Smith, known or proved to me to be the same person who executed the foregoing instrument and to be a Vice President and Joint Secretary of Conrad Hospitality, LLC, 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 28 day of February, 2005.

*Loretta I. Frederick*  
\_\_\_\_\_  
Notary Public

My Commission Expires:  
4-11-07

