

TRADEMARK ASSIGNMENT

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01/13/2006
900039788

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kimberly A. Colombo		12/07/2005	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Choice Hotels International, Inc.		
Street Address:	10750 Columbla Pike		
City:	Silver Spring		
State/Country:	MARYLAND		
Postal Code:	20901		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78058788	CHOICE DESTINATIONS YOUR FAVORITE TRAVEL COMPANY'S MOST DESIRABLE VACATIONS	
CORRESPONDENCE DATA			
Fax Number:	(202)857-6395		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202/857-6000		
Email:	mccann.kathleen@arentfox.com		
Correspondent Name:	David C. Gryce, Esq.		
Address Line 1:	Arent Fox PLLC		
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ATTORNEY DOCKET NUMBER:	026861.00280		
NAME OF SUBMITTER:	Kathleen McCann Hemmerdinger		
Signature:	/Kathleen McCann Hemmerdinger/		

OP \$40.00 78058788

Date:

01/13/2006

Total Attachments: 1

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EXHIBIT C

ASSIGNMENT AGREEMENT

WHEREAS, Kimberly A. Colombo ("Assignor"), an individual resident of Massachusetts with a principal business address of 10 Pettingill Road, P.O. Box 1089, Andover, Massachusetts 01810, has adopted, owns, and is using in interstate commerce the word mark CHOICE DESTINATIONS and the design mark CHOICE DESTINATIONS YOUR FAVORITE TRAVEL COMPANY'S MOST DESIRABLE VACATIONS & Design (collectively, the "Marks") in connection with travel agency services, namely, providing travel packages via direct mail catalogs;

WHEREAS, Assignor has applied to register the design mark on the Principal Register of the United States Patent and Trademark Office in connection with the above-described services, Application Serial No. 78/058,788, filed on April 17, 2001;

WHEREAS, Assignor has filed a Statement of Use with the United States Patent and Trademark Office in support of its application to register the design mark;

WHEREAS, Assignor has not filed an application to register the word mark with the United States Patent and Trademark Office; and

WHEREAS, Choice Hotels International, Inc. ("Assignee"), a corporation organized and existing under the laws of Delaware, with its principal place of business at 10750 Columbia Pike, Silver Spring, Maryland 20901 desires to acquire all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized thereby, and the pending application.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title, and interest in and to the Marks and the pending application to register the design mark, together with the goodwill of the business symbolized by the Marks and all rights of action accrued and to accrue under the Marks, including the right to sue and recover for past infringement of the Marks.



KIMBERLY A. COLOMBO
("Assignor")

By: Kimberly A. Colombo

Name: Kimberly A. Colombo

SUBSCRIBED and SWORN to before me this 7th day of December, 2005.

Armond C. Colombo, Jr.
Notary Public

My Commission Expires: July 4, 2008

TECH/181816.5

TRADEMARK