

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Dreams, Inc.		12/31/2009	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	ELG Hospitality, Inc.		
Street Address:	700 Brazos Street		
Internal Address:	Suite B700		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2309178	WEBERVATIONS	
CORRESPONDENCE DATA			
Fax Number:	(210)226-8395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	210-554-5363		
Email:	ipdocket@coxsmith.com		
Correspondent Name:	Matthew M. Jennings		
Address Line 1:	112 East Pecan Street		
Address Line 2:	Suite 1800		
Address Line 4:	San Antonio, TEXAS 78205		
ATTORNEY DOCKET NUMBER:	29835.13		
NAME OF SUBMITTER:	Matthew M. Jennings		
Signature:	/matthew m. jennings/		

OP \$40.00 2309178

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**TRADEMARK
 REEL: 004130 FRAME: 0730**

Date:

01/13/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, American Dreams, Inc. ("Assignor"), an Ohio corporation with a principal place of business at 23546 State Route 180, Rockbridge, Ohio 43149, has adopted, used, and is using the mark shown in Exhibit A attached hereto (the "Mark") in connection with the services listed in Exhibit A; and


WHEREAS, Assignor is the current, sole and record owner of U.S. Trademark Registration No. 2,309,178 issued by the U.S. Patent & Trademark Office on January 18, 2000, for the Mark as shown on Exhibit A hereto; and

WHEREAS, ELG Hospitality, Inc. ("Assignee"), a Colorado corporation with a principal place of business at 700 Brazos Street, Suite B700, Austin, Texas 78701, desires to acquire all right, title and interest in and to said Mark, any and all registrations and applications for registration thereof, and the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, pursuant to the Asset Purchase Agreement entered into by Assignor and Assignee on November 3, 2008 (the "Effective Date"), and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee all right, title, and interest in and to said Mark, all registrations and applications for registration thereof, all rights derived from or associated with use of the Mark by Assignor together with the goodwill of the business symbolized by said Mark, and the right to recover for past infringement of said Mark. Assignor represents and warrants that it has not previously assigned, licensed, or conveyed any interest in said Mark or the other rights referenced herein, that all necessary corporate or legal action has been taken to authorize sale and assignment of the Mark and other rights as set forth herein, and that upon Assignor's execution of this Assignment, Assignee will acquire good, merchantable, and valid title to all rights in and to the Mark, including any and all registrations therefor, conveyed hereby, free and clear of any liens, encumbrances or adverse claims of any kind whatsoever. Assignor agrees to execute any further lawful documents needed to give full force and effect to the provisions hereof.

Signed this 31 day of December, 2009, and made effective as of the Effective Date.

Assignor, American Dreams, Inc., an Ohio corporation

By: 

Printed Name: David Swain

Title: President - American Dreams, Inc.



EXHIBIT A

U.S. Registration			
Mark	Registration No.	Registration Date	Services
WEBERVATIONS	2,309,178	January 18, 2000	Providing on-line reservation services to hotels, motels and other temporary housing accommodations for any web page via global computer networks.

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JAD
1/13/10