

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Property Management Corporation		11/30/2006	CORPORATION: NEW MEXICO
RECEIVING PARTY DATA			
Name:	Heritage Hotels & Resorts, Inc.		
Street Address:	201 Third Street, N.W.		
Internal Address:	Suite 1500		
City:	Albuquerque		
State/Country:	NEW MEXICO		
Postal Code:	87102		
Entity Type:	CORPORATION: NEW MEXICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3248203	HERITAGE HOTELS & RESORTS	
CORRESPONDENCE DATA			
Fax Number:	(505)243-2542		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5059981500		
Email:	info@Peacocklaw.com		
Correspondent Name:	Deborah A. Peacock		
Address Line 1:	P.O. Box 26927		
Address Line 4:	Albuquerque, NEW MEXICO 87125-6927		
ATTORNEY DOCKET NUMBER:	32525-1001		
NAME OF SUBMITTER:	Hilary A. Noskin		
Signature:	/Hilary A. Noskin/		

OP \$40.00 3248203

Date:

01/21/2010

Total Attachments: 2

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WHEREAS, American Property Management Corporation, ("Assignor") a New Mexico corporation, has adopted, used and is using the marks HERITAGE HOTELS & RESORTS and HERITAGE HOTELS & RESORTS (with rosette design) (collectively "Marks");

WHEREAS, Assignor is the owner of one registration for one of the Marks, Registration No. 3,248,203, registered in the U.S. Patent & Trademark Office ("Application"); and

WHEREAS, Heritage Hotels & Resorts, Inc., a New Mexico Corporation ("Heritage Hotels & Resorts") wishes to acquire said Marks, the Application, and any registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Heritage Hotels & Resorts all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by said Marks and the above identified Application and registrations thereof, and all rights to sue for present, past and future infringement.

Assignor warrants that Assignor's rights in said Marks, goodwill, Application and registration have not been previously assigned, mortgaged or otherwise encumbered, and Assignor has full right, power and authority to assign all such rights to Heritage Hotels & Resorts hereunder. The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to Heritage Hotels & Resorts.

This Trademark Assignment is effective as of November 30, 2006.

By: _____


MICHAEL GALLEGOS, President
AMERICAN PROPERTY MANAGEMENT CORPORATION