

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
American Hotel & Lodging Association		05/17/2012	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Hotel & Lodging Educational Institute		
<b>Street Address:</b>	800 North Magnolia Avenue		
<b>Internal Address:</b>	Suite 300		
<b>City:</b>	Orlando		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32803		
<b>Entity Type:</b>	CORPORATION: MICHIGAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4110894	AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028350243		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
<b>Phone:</b>	(202) 785-9500		
<b>Email:</b>	dabrahams@wc-b.com		
<b>Correspondent Name:</b>	David M. Abrahams		
<b>Address Line 1:</b>	1747 Pennsylvania Avenue, N.W.		
<b>Address Line 2:</b>	Suite 1000		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	AHLEI0311		
<b>NAME OF SUBMITTER:</b>	David M. Abrahams		

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Signature:	/david m. abrahams/
Date:	05/18/2012
Total Attachments: 2 source=AHLEI0311=Assignment=El Logo#page1.tif source=AHLEI0311=Assignment=El Logo#page2.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS American Hotel & Lodging Association, a Delaware corporation located at 1201 New York Avenue, N.W., Suite 600, Washington D.C. 20005, has adopted, used and is using the mark identified in Schedule A ("Trademark") which is registered in the United States Patent and Trademark Office, Registration No. 4,110,894 dated March 13, 2012; and

WHEREAS American Hotel & Lodging Educational Institute, a Michigan corporation located at 800 North Magnolia Avenue, Suite 300, Orlando Florida 32803, desires to acquire said Trademark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, American Hotel & Lodging Association does hereby assign all right, title and interest in and to the said Trademark to American Hotel & Lodging Educational Institute together with the good will of the business symbolized by the Trademark, and the above identified registration thereof.

AMERICAN HOTEL & LODGING ASSOCIATION

[Signature]  
Name: Joseph A. McInerney  
Title: President and Chief Executive Officer

May 17, 2012  
Date:

District of Columbia:

I, [Signature], a Notary Public, hereby certify that on the 17th day of MAY, 2012, personally appeared before me Joseph A. McInerney, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of American Hotel & Lodging Association.

[Signature]  
Notary Public

My Commission Expires:

**BRUCE LOCKARD  
NOTARY PUBLIC, DISTRICT OF COLUMBIA  
MY COMMISSION EXPIRES NOV 30, 2013**

SCHEDULE A

MARK	GOODS/SERVICES	REGISTRATION NO.
 <p>The logo consists of a stylized house icon with a triangle on top and a square on the bottom, with a small triangle inside the square. To the right of the icon, the text "American Hotel &amp; Lodging Educational Institute" is written in a serif font, stacked in three lines.</p>	<p>Compact discs, DVDs, downloadable MP3 files and MP3 recordings and downloadable videos provided via a video on demand service in the field of hospitality training and hotel and lodging operations, in International Class 9.</p> <p>Printed publications, namely, books, guides, manuals and workbooks in the field of hospitality training and hotel and lodging operations, in International Class 16.</p> <p>Educational services, namely, arranging and conducting courses, online courses, seminars, webinars and workshops in the field of hospitality and hotel and lodging operations; educational services, namely, training in the field of hospitality and hotel and lodging operations for the purposes of preparing for certification, in International Class 41.</p> <p>Testing, administering, analysis, evaluation and scoring of the knowledge, skills and abilities of others for the purpose of certification in the nature of educational examinations in the field of hospitality and hotel and lodging operations, in International Class 42.</p>	<p>U.S. Reg. No. 4,110,894</p>