

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
HLT International IP LLC		09/19/2012	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hilton HHonors Worldwide LLC		
Street Address:	7930 Jones Branch Drive Suite 1100		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22102		
Entity Type:	LTD LIAB JT ST CO: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85678919	HILTON HHONORS EXPERIENCES WORTH SHARING HHONORS.COM	
CORRESPONDENCE DATA			
Fax Number:	9013745050		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9013745099		
Email:	barbara.arnold@hilton.com		
Correspondent Name:	HLT International IP LLC		
Address Line 1:	755 Crossover Lane		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	006584-HHONORS		
NAME OF SUBMITTER:	Barbara Arnold		
Signature:	/Barbara Arnold/		

Date:

09/20/2012

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK

WHEREAS, HLT INTERNATIONAL IP LLC ("Assignor"), a corporation duly organized and existing under the laws of the State of Delaware, currently having a principal place of business at 7930 Jones Branch Drive Suite 1100 McLean, Virginia 22102, USA, is the owner Trademark Application No. 85678919 filed with the United States Patent and Trademark Office; and

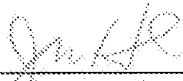
WHEREAS, HILTON HHONORS WORLDWIDE LLC ("Assignee"), a limited liability company duly organized and existing under and by virtue of the laws of the State of Delaware, having a principal place of business at the laws of the State of Delaware, currently having a principal place of business at 7930 Jones Branch Drive Suite 1100 McLean, Virginia 22102, USA, is desirous of acquiring all of the right, title and interest in and to said Marks and the registrations and applications thereof;

NOW THEREFORE, this instrument witnesses that for and in consideration of the some of one hundred dollars (U.S.\$100) and other good and valuable consideration to it paid, the receipt of which is hereby acknowledged, HLT INTERNATIONAL IP LLC does hereby confirm that it has sold, assigned and transferred to HILTON HHONORS WORLDWIDE LLC, and its successors the whole right, title and interest in and Trademark Application No. 85678919 filed with the United States Patent and Trademark Office that has been used, registered or applied for to be held and enjoyed by Assignee as the same would have been held and enjoyed by Assignor had this agreement not been made.

Dated: September 19, 2012

Assignor:

HLT INTERNATIONAL IP LLC

By: 
Justin Hensley
Assistant Vice President &
Assistant Treasurer

Assignee:

HILTON HHONORS WORLDWIDE LLC

By: 
Barbara Arnold
Assistant Vice President