

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
My Place Hotels of America, LLC		04/24/2013	LIMITED LIABILITY COMPANY: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	Rivett Giacone Joint Venture, LLC		
Street Address:	1910 Eighth Avenue NE		
City:	Aberdeen		
State/Country:	SOUTH DAKOTA		
Postal Code:	57401		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85381336	MY PLACE	
CORRESPONDENCE DATA			
Fax Number:	2023935350		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2026386666		
Email:	trademark@jhip.com,mgentner@jhip.com		
Correspondent Name:	Marsha G. Gentner		
Address Line 1:	400 7th St., NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	7221/T39002US0		
NAME OF SUBMITTER:	Marsha G. Gentner		
Signature:	/Marsha G. Gentner/		
Date:	04/24/2013		
Total Attachments: 1 source=Trademark Assignment MPhOA#page1.tif			

OP \$40.00 85381336

TRADEMARK ASSIGNMENT

This Assignment and agreement is made by and between My Place Hotels of America, LLC, a South Dakota limited liability company, whose address is 1910 Eighth Avenue NE, Aberdeen, South Dakota 57401 [hereinafter "Assignor"], and Rivett Giacone Joint Venture, LLC, a Delaware limited liability company, whose address is 1910 Eighth Avenue NE, Aberdeen, South Dakota 57401 [hereinafter "Assignee"].

WHEREAS, Assignor is the owner of the trademark MY PLACE, for hotel and motel services [hereafter the "Assigned Mark"], and the U.S. service mark application therefor, serial no. 85381336;

WHEREAS, Assignor and Assignee are affiliated and related entities; and

WHEREAS, Assignor and Assignee desire that all right, title and interest in and to the Assigned Mark and the U.S. application therefor be transferred to Assignee.

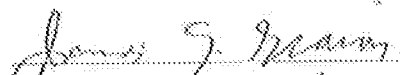
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid Assigned Mark, and the U.S. service mark application therefor, no. 85381336, together with the whole of the goodwill of the business symbolized by said Assigned Mark, the same to be held and enjoyed by the Assignee for its own use and enjoyment, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damage by reason of past infringement of the Assigned Mark, with the right to sue for and collect the same for Assignee's own use and behalf.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed the foregoing instrument, as of the dates set forth below.

MY PLACE HOTELS OF AMERICA, LLC

RIVETT GIACONE JOINT VENTURE, LLC

By: 

By: 

Name: Ryan S. Rivett

Name: James A. Giacone

Title: President

Title: MANAGER

Date: 4/24/13

Date: 4/24/13