

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
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CORRESPONDENCE DATA																											
Fax Number: 2033512418 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 2033513610 Email: jennilyn.estacio@starwoodhotels.com Correspondent Name: Jennilyn M. Estacio Address Line 1: One STarPoint Address Line 4: Stamford, CONNECTICUT 06902																											
ATTORNEY DOCKET NUMBER:	1032/USA ASSIGNMENT NAD																										
NAME OF SUBMITTER:	Jennilyn M. Estacio																										
Signature:	/jme/																										
Date:	11/13/2013																										
Total Attachments: 1 source=starpoints usa#page1.tif																											

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ASSIGNMENT

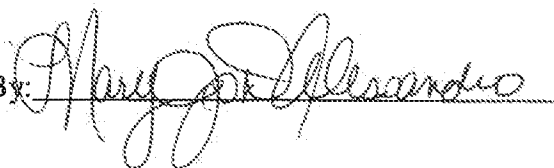
WHEREAS, Starwood Hotels & Resorts Worldwide, Inc., a Maryland corporation, located and doing business at One StarPoint, Stamford, Connecticut 06902 ("Assignor"), is the owner of the following trademark application in the United States Patent and Trademark Office:

<u>TRADEMARK</u>	<u>Reg. NO.</u>	<u>DATE OF REG.</u>
STARPOINTS	2719007	May 27, 2003

WHEREAS, Preferred Guest, Inc., a Delaware Corporation, located and doing business at One StarPoint, Stamford, Connecticut 06902 ("Assignee"), is desirous of acquiring said trademark application and all associated goodwill in said trademark; and

NOW, THEREFORE, for good and valuable consideration, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named application therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

Starwood Hotels & Resorts Worldwide, Inc.

By: 

Name: Mary Jo-D'Alessandro

Title: Assistant Secretary

Date: November 12, 2013