

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
	David Hucks		12/11/2013
			INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Myrtle Beach Hotels, LLC		
Street Address:	1143 Robert Grissom Parkway		
City:	Myrtle Beach		
State/Country:	SOUTH CAROLINA		
Postal Code:	29577		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85865339	MYRTLE BEACH HOTELS
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	dweslow@wileyrein.com		
Correspondent Name:	David E. Weslow		
Address Line 1:	1776 K Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	86319.0001		
NAME OF SUBMITTER:	David E. Weslow		
Signature:	/David E. Weslow/		
Date:	12/12/2013		
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ASSIGNMENT OF TRADEMARK

WHEREAS, David Hucks, an individual resident of South Carolina ("Assignor") is a well-known Myrtle Beach businessman and entrepreneur, and is, individually or through his wholly-owned companies, the owner and/or operator of the websites myrtle-beach.com, myrtlebeachhotels.com, myrtlebeachhotels.net, myrtlebeachscdev.com, myrtlebeachmoviestar.com, myrtlebeachcoupons.mobi, myrtlebeachoceanoceanfronthomes.net, myrtlebeachoceanoceanfronthomes.com, myrtlebeachgolfvacation.org, myrtlebeachbarefootresort.net, myrtlebeachnewsletter.com, myrtlebeachcondoresort.net, myrtlebeachhotelsouthcarolina.net, myrtlebeachrentalssouthcarolina.net, healthymyrtlebeach.com, myrtlebeachcondominiums.net, myrtlebeachresortsc.com, advertisingmyrtlebeach.com, myrtledining.com, and myrtlebeachhotelsocceanfront.org.

WHEREAS, David Hucks is the owner and managing member of Myrtle Beach Hotels, LLC ("Assignee"), a Delaware limited liability company registered in South Carolina.

WHEREAS, David Hucks, Assignee, and/or their predecessor(s)-in-interest, have used the MYRTLE BEACH HOTELS mark in U.S. Commerce since at least as early as the year 2001.

WHEREAS, David Hucks, with authorization from Assignee, filed an intent-to-use application with the United States Patent and Trademark Office for registration of the mark.


WHEREAS, the application for registration of the mark MYRTLE BEACH HOTELS was assigned Application Serial No. 85865339 by the U.S. Patent and Trademark Office.

WHEREAS, Application Serial No. 85865339 has been registered on the Supplemental Register of the United States Patent and Trademark Office under Registration No. 4445353.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, David Hucks hereby assigns to Assignee all of his right, title and interest in and to the MYRTLE BEACH HOTELS mark, the registration thereof, together with any common law rights in the MYRTLE BEACH HOTELS mark, all goodwill of the business symbolized by and associated with the MYRTLE BEACH HOTELS mark, and the right to sue for and collect damages by reason of any past infringements of the MYRTLE BEACH HOTELS mark (collectively the "MYRTLE BEACH HOTELS Mark").

Assignor agrees to cooperate with Assignee by executing and delivering any documents that may be necessary to protect, preserve or perfect Assignee's rights in the MYRTLE BEACH HOTELS Mark.

IN WITNESS WHEREOF, this Assignment is executed this 11th day of December, 2013.



David Hucks