

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

| SUBMISSION TYPE: | NEW ASSIGNMENT | | | | | | | | | | |
|---|-------------------------------------|--|---------------------|---------------|----------|----------------|----------------------|--------------------------|--|------------|---------------------|
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | | | | | | | | | |
| EFFECTIVE DATE: | 10/24/2007 | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Hilton Hospitality, Inc.</td> <td></td> <td>12/12/2013</td> <td>CORPORATION: NEVADA</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | Hilton Hospitality, Inc. | | 12/12/2013 | CORPORATION: NEVADA |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | |
| Hilton Hospitality, Inc. | | 12/12/2013 | CORPORATION: NEVADA | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | |
| Name: | HLT Domestic IP LLC | | | | | | | | | | |
| Street Address: | 7930 Jones Branch Drive | | | | | | | | | | |
| City: | McLean | | | | | | | | | | |
| State/Country: | VIRGINIA | | | | | | | | | | |
| Postal Code: | 22102 | | | | | | | | | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | | | | | | | | | |
| PROPERTY NUMBERS Total: 1 | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3359475</td> <td>DON'T FORGET THE LIVING PART OF LIVING O</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 3359475 | DON'T FORGET THE LIVING PART OF LIVING O | | |
| Property Type | Number | Word Mark | | | | | | | | | |
| Registration Number: | 3359475 | DON'T FORGET THE LIVING PART OF LIVING O | | | | | | | | | |
| 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: | christian.eriksen@hilton.com | | | | | | | | | | |
| Correspondent Name: | Christian Eriksen | | | | | | | | | | |
| Address Line 1: | 7930 Jones Branch Dr | | | | | | | | | | |
| Address Line 2: | HWI Legal Department | | | | | | | | | | |
| Address Line 4: | McLean VA, VIRGINIA 22102 | | | | | | | | | | |
| ATTORNEY DOCKET NUMBER: | 004594 | | | | | | | | | | |
| NAME OF SUBMITTER: | Christian Eriksen | | | | | | | | | | |
| Signature: | /Christian R Eriksen/ | | | | | | | | | | |

Date:

12/12/2013

Total Attachments: 2

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Confirmatory Trademark Assignment Nunc Pro Tunc

WHEREAS, Hilton Hospitality, Inc., a Nevada corporation having its principal place of business at 9336 Civic Center Drive, Beverly Hills, California, 90210 (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in and to the marks shown on the attached Schedule, the goodwill of the business associated therewith and the United States applications and registrations thereof;


WHEREAS, as part of a corporate restructuring, HLT Domestic IP LLC, (hereinafter referred to as "Assignee"), a Delaware Limited Liability Company having its principal place of business at 7930 Jones Branch Drive, McLean, Virginia, 22102 was desirous of acquiring, and did acquire the marks shown on the attached Schedule, the goodwill of the business associated therewith, and the United States applications and registrations therefor;

WHEREAS, no instrument other than this document is available to record this transfer, and Assignee wishes to conform the records in the Assignment Branch of the United States Patent and Trademark Office to reflect its ownership of the mark shown on the attached Schedule, the goodwill of the business associated therewith and the United States registration therefor;

NOW, THEREFORE, be it known that for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor has assigned and transferred by means of the corporate restructuring detailed herein to said Assignee, its successors, assigns and legal representatives, nunc pro tunc (as of the actual date of transfer, to wit, on or about October 24, 2007) the entire right, title and interest in and to the mark shown on the attached Schedule, the goodwill of the business associated therewith and the registration therefor, together with all

rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of said mark.

IN WITNESS WHEREOF, Assignee has caused this instrument to be signed on the date indicated below.

By: 

Owen Lauer Wilcox
Assistant Secretary

Dated: 12/20/13

Schedule

| <u>Name of Mark</u> | <u>App./Reg. No.</u> | <u>App./Reg. Date</u> |
|--|----------------------|-----------------------|
| DON'T FORGET THE LIVING PART OF LIVING ON THE ROAD | 3,359,475 | 12-25-2007 |