

<b>TRADEMARK ASSIGNMENT COVER SHEET</b>
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Electronic Version v1.1  
 Stylesheet Version v1.2

07/03/2014  
 900294164

ETAS ID: TM309696

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Rivett Giacone Joint Venture, LLC		06/23/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	My Place Hotels of America, LLC		
<b>Street Address:</b>	1910 Eighth Avenue NE		
<b>City:</b>	Aberdeen		
<b>State/Country:</b>	SOUTH DAKOTA		
<b>Postal Code:</b>	57401		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: SOUTH DAKOTA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4455456	MY PLACE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8663082252		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2029068611		
<b>Email:</b>	ipmail@dykema.com		
<b>Correspondent Name:</b>	Marsha G. Gentner		
<b>Address Line 1:</b>	1300 I Street, N.W., Suite 300 West		
<b>Address Line 4:</b>	Washington, D.C. 20015		
<b>ATTORNEY DOCKET NUMBER:</b>	067163-0002		
<b>NAME OF SUBMITTER:</b>	Marsha G. Gentner		
<b>SIGNATURE:</b>	/Marsha G. Gentner/		
<b>DATE SIGNED:</b>	07/03/2014		
<b>Total Attachments: 1</b>			
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CH \$40.00 4455456

TRADEMARK ASSIGNMENT

This Assignment and agreement is made by and between Rivett-Giacone Joint Venture, LLC, a Delaware limited liability company, whose address is 1910 Eighth Avenue NE, Aberdeen, South Dakota 57401 [hereinafter "Assignor"], and My Place Hotels of America, LLC, a South Dakota 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 registration therefor, no. 4,455,456;

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

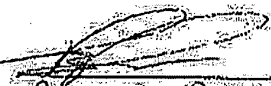
WHEREAS, Assignor and Assignee desire that all right, title and interest in and to the Assigned Mark and the U.S. registration therefor be transferred to Assignee.

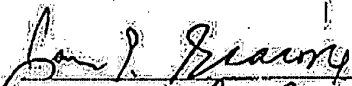
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, all right, title and interest in and to the aforesaid Assigned Mark, and the U.S. service mark registration therefor, no. 4,455,456, 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:   
Name: Ryan S. Rivett  
Title: President  
Date: 6/23/14

By:   
Name: JAMES A. GIACONE  
Title: Manager  
Date: 6/23/14