

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313771

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/01/2014

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HLT International IP LLC		08/12/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Hilton International Holding Corporation
Street Address:	7930 Jones Branch Dr
City:	McLean
State/Country:	VIRGINIA
Postal Code:	22102
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	3798843	H
Registration Number:	3979597	DOUBLETREE BY HILTON
Registration Number:	3952726	EFOREA
Registration Number:	3952727	EFOREA
Registration Number:	4463183	EMBASSY SUITES BY HILTON
Registration Number:	4463184	E EMBASSY SUITES BY HILTON
Registration Number:	3982767	EXPECT THE WORLD
Registration Number:	4161386	HÄRTH
Registration Number:	4371494	HILTON GARDEN INN SATISFACTION PROMISE
Registration Number:	4157339	HILTON GRAND VACATIONS
Registration Number:	4240845	HOMWOOD SUITES BY HILTON
Registration Number:	4218555	STAY AHEAD
Registration Number:	4332652	SUITE ASSURANCE GUARANTEE
Registration Number:	4013486	D THE DOUBLETREE BY HILTON
Registration Number:	4250184	TRAVEL WITH PURPOSE
Registration Number:	3811275	ZETA
Serial Number:	85691561	BRIGHT LIGHTS
Serial Number:	85578576	DIGITAL LOBBY

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85879032	DOUBLETREE BY HILTON DTOUR
Serial Number:	86225402	IQ HAWAII, IQ + I LOVE HAWAII
Serial Number:	85204326	SCRIPT

CORRESPONDENCE DATA

Fax Number:

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.

Email: christian.eriksen@hilton.com, tmfilings@hilton.com

Correspondent Name: Christian Eriksen

Address Line 1: 7930 Jones Branch Dr

Address Line 2: Hilton Worldwide

Address Line 4: McLean VA, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	CRA - ASSIGN HLT INT
NAME OF SUBMITTER:	Christian R. Eriksen
SIGNATURE:	/Christian Eriksen/
DATE SIGNED:	08/12/2014

Total Attachments: 3

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RECORDABLE TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into effective July 1, 2014 ("Effective Date") by and between **HLT International IP LLC**, located at 7930 Jones Branch Drive, Suite 1100, McLean VA 22102, United States, and **Hilton International Holding Corporation**, 7930 Jones Branch Drive, Suite 1100, McLean VA 22102, ("Assignee", each of Assignor and Assignee a "Party", and collectively, the "Parties").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under those United States trademarks and applications set forth on Schedule A attached hereto, together with the goodwill of the business associated therewith (collectively, the "Marks");

WHEREAS, pursuant to the Omnibus Reorganization Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest to the Marks;

WHEREAS, pursuant to the Omnibus Reorganization Agreement, Assignee is acquiring the entire business or portion thereof to which the trademark applications pertain as required by 15 USC § 1060; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, conveys, assigns, transfers and delivers to Assignee its entire right, title and interest in and to the Marks including, without limitation, any registrations and applications therefor, any renewals of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

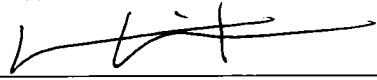
Assignor hereby requests the United States Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

This Assignment shall be construed and interpreted in accordance with the laws of the state of Delaware without regard to any choice of law or conflict of law, choice of forum or provision, rule or principle that might otherwise refer construction or interpretation of this Assignment to the substantive law of another jurisdiction.

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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

HLT International IP LLC

By:  _____

Name: Owen L. Wilcox

Title: Assistant Secretary

Hilton International Holding Corporation

By:  _____

Name: William Steven Standefer

Title: Senior Vice President

SCHEDULE A

MARKS

<u>Mark</u>	<u>Country</u>	<u>Reg. Date</u>	<u>Reg. No.</u>	<u>Application No.</u>	<u>Status</u>
BRIGHT LIGHTS	U.S.			85691561	Pending
CORPORATE LOGO design	U.S.	8-Jun-10	3798843		Registered
DIGITAL LOBBY	U.S.			85578576	Pending
DOUBLETREE BY HILTON	U.S.	14-Jun-11	3979597		Registered
DOUBLETREE BY HILTON D TOUR design	U.S.			85879032	Pending
EFOREA	U.S.	26-Apr-11	3952726		Registered
EFOREA butterfly design	U.S.	26-Apr-11	3952727		Registered
EMBASSY SUITES BY HILTON	U.S.	7-Jan-14	4463183		Registered
EMBASSY SUITES BY HILTON design	U.S.	7-Jan-14	4463184		Registered
EXPECT THE WORLD	U.S.	21-Jun-11	3982767		Registered
HARTH design	U.S.	19-Jun-12	4161386		Registered
HILTON GARDEN INN SATISFACTION PROMISE (design)	U.S.	23-Jul-13	4371494		Registered
HILTON GRAND VACATIONS	U.S.	12-Jun-12	4157339		Registered
HOMEWOOD SUITES BY HILTON new design	U.S.	13-Nov-12	4240845		Registered
IQ HAWAII design	U.S.			86225402	Pending
SCRIPT	U.S.			85204326	Pending
STAY AHEAD	U.S.	2-Oct-12	4218555		Registered
SUITE ASSURANCE GUARANTEE design	U.S.	7-May-13	4332652		Registered
THE DOUBLETREE BY HILTON w/ tree design	U.S.	16-Aug-11	4013486		Registered
TRAVEL WITH PURPOSE	U.S.	27-Nov-12	4250184		Registered
ZETA	U.S.	29-Jun-10	3811275		Registered