

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM322165

<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>
InterContinental Hotels Group PLC		05/08/2014	Public Limited Company (PLC): UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Six Continents Limited		
<b>Street Address:</b>	Broadwater Park		
<b>City:</b>	Denham, Buckinghamshire		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	UB9 5HR		
<b>Entity Type:</b>	Public Limited Company (PLC): UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3544074	IHG	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048156500		
<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>	404-815-6500		
<b>Email:</b>	ftaylor@kilpatricktownsend.com		
<b>Correspondent Name:</b>	Kilpatrick Townsend & Stockton LLP		
<b>Address Line 1:</b>	1100 Peachtree Stree, Suite 2800		
<b>Address Line 2:</b>	Attn: TM Administration		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>ATTORNEY DOCKET NUMBER:</b>	96189-816066		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Kilpatrick Townsend & Stockton LLP		
<b>Address Line 1:</b>	1100 Peachtree Street, Suite 2800		
<b>Address Line 2:</b>	Attn: TM Administration		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309-4528		
<b>NAME OF SUBMITTER:</b>	Samantha Hayes Barber, Attorney, Ga. Bar		
<b>SIGNATURE:</b>	/Samantha H. Barber/		

OP \$40.00 3544074

<b>DATE SIGNED:</b>	11/04/2014
<b>Total Attachments: 2</b> source=US IHG Trademark Assignment#page1.tif source=US IHG Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into this the 8<sup>th</sup> day of MAY, 2014 (the "Effective Date"), by and between InterContinental Hotels Group PLC, a company organized under the laws of the United Kingdom, with an address of Broadwater Park, Denham, Buckinghamshire UB9 5HR, United Kingdom (the "ASSIGNOR"), and Six Continents Limited, a company organized under the laws of the United Kingdom, with an address of Broadwater Park, Denham, Buckinghamshire UB9 5HR, United Kingdom (the "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and is the record owner of the trademarks shown in the attached Schedule A (collectively, the "Marks");

WHEREAS, ASSIGNEE is desirous of acquiring the Marks, together with the goodwill of the business associated with the Marks;

NOW, THEREFORE, in consideration for the sum of [REDACTED] ASSIGNOR assigns to ASSIGNEE all right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby, all common law rights to the Marks, if any, all rights of action accrued, including without limitation the right to sue and recover for past infringement of the Marks and collect the same for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, and all records and files exclusively relating to the Marks. This Assignment shall be governed by and construed in accordance with English law.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed and delivered as of the Effective Date.

INTERCONTINENTAL HOTELS GROUP PLC

By: [Signature]

Name: GEORGE TURNER

Title: COMPANY SECRETARY

Date: 8 May 2014

SIX CONTINENTS LIMITED

By: [Signature]

Name: NICOLETTE WENGBER

Title: DIRECTOR

Date: 8 May 2014

Schedule A - IHG Trademarks

Country File No.	Mark	Status	Serial No Filing Date	Reg. No. Reg. Date	Owner	Class/Description
United States of America 95863-816865	IHG	Registered	77043817 Nov 14, 2006	3544074 Dec 9, 2008	InterContinental Hotels Group plc	35 Business management and administration services; providing facilities for business meetings; commercial information services; business advisory and business consultancy services relating to franchising; advertising, marketing, publicity, public relations and promotion services and information services relating thereto, all such services also being provided on line from a computer data base or from the Internet; business administration services for the processing of sales made on the Internet; recruitment, employment and personnel management services; communications, operation and supervision of loyalty schemes and incentive scheme; information consultancy and advisory services relating to all the aforesaid services.
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

TRADEMARK