

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM344671

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/04/2015		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Avalon Hotels, L.L.C.		06/01/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Avalon IP Holding Co.		
Street Address:	1729 Abbot Kinney Boulevard		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4043653	AVALON	
CORRESPONDENCE DATA			
Fax Number:	3122691747		
<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>			
Phone:	312-269-8000		
Email:	mhoffman@ngelaw.com		
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	027755.0703		
NAME OF SUBMITTER:	Attorney		
SIGNATURE:	/Lee J. Eulgen/		
DATE SIGNED:	06/15/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, dated June 1, 2015, is entered into, *nunc pro tunc*, effective March 4, 2015, by and between Avalon Hotels, L.L.C., a limited liability corporation legally organized under the laws of Delaware and having a place of business at 1212 South Flower Street, Los Angeles, California 90015 ("Assignor"), and Avalon IP Holding Co., LLC, a limited liability company organized under the laws of the state of California and having a place of business at 1729 Abbot Kinney Boulevard, Venice, California 90291 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in the trademarks listed on the attached Schedule A, all common law rights therein, and all goodwill associated therewith and symbolized thereby (collectively, the "Trademarks").

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademarks.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the effective date above, hereby sells, assigns, transfers to Assignee, all right, title and interest in and to the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first listed above.

ASSIGNOR:

AVALON HOTELS, L.L.C.

By: 

Name: Bill Walsh

Title: Chief Executive Officer

ASSIGNEE:

AVALON IP HOLDING CO., LLC

By: 

Name: BRIAN DEJONE

Title: PRINCIPAL

Schedule A

Trademark	Application No.	Registration No.	Country
AVALON	77/603,359	4,043,653	United States
AVALON	5222518	5222518	European Community
GRAND AVALON & Design	008169617	008169617	European Community