

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396779

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ESH STRATEGIES BRANDING LLC		08/30/2016	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	DEUTSCHE BANK AG NEW YORK BRANCH
Street Address:	60 Wall Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10005
Entity Type:	Aktiengesellschaft (Ag): GERMANY

PROPERTY NUMBERS Total: 62

Property Type	Number	Word Mark
Registration Number:	2157712	THE AFFORDABLE WAY TO STAY. AND STAY. AN
Registration Number:	2113801	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2113800	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2157547	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2021504	EXTENDED STAY AMERICA
Registration Number:	2457084	EXTENDED STAY AMERICA
Registration Number:	3496984	E EXTENDED STAY AMERICA
Registration Number:	3055797	EXTSTAY.COM
Registration Number:	2456070	ROAD WARRIORS
Registration Number:	1509652	STUDIO PLUS
Registration Number:	3067826	STUDIO PLUS
Registration Number:	2304753	STUDIOPLUS DELUXE STUDIOS
Registration Number:	4383237	STUDIOPLUS DELUXE STUDIOS
Registration Number:	2116171	STUDIOPLUS
Registration Number:	3016461	EXTENDED STAY DELUXE
Registration Number:	4104698	EXTENDED STAY DELUXE
Registration Number:	3198051	E EXTENDED STAY DELUXE
Registration Number:	2564446	HOMESTEAD STUDIO SUITES
Registration Number:	3095003	HOMESTEAD STUDIO SUITES HOTELS

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3450814	HOMESTEAD SUITES
Registration Number:	3004515	SUITE OFFERS
Registration Number:	3122763	1-800-EXTSTAY
Registration Number:	3125821	1-888-STAY-HSD
Registration Number:	3450820	EEEE
Registration Number:	3103158	E EXTENDED STAY HOTELS
Registration Number:	3560270	EEEE EXTENDED STAY DELUXE HOTEL
Registration Number:	3006021	A ROOM. A KITCHEN. A REASONABLE PRICE.
Registration Number:	3028288	YOU GO THE DISTANCE. WE DO THE SAME.
Registration Number:	2459037	HOMETOWN INN
Registration Number:	1513046	YOUR PERFECT PLACE FOR AN EXTENDED STAY
Registration Number:	1819557	HOMESTEAD VILLAGE
Registration Number:	3072952	HOMESTEAD VILLAGE
Registration Number:	2504937	HOMESTEAD GUEST STUDIOS
Registration Number:	2482936	HOMESTEAD INSTEAD
Registration Number:	2715925	HOMESTEAD EXTENDED-STAY LODGING
Registration Number:	3340696	DELUXE MORNINGS
Registration Number:	3340697	DELUXE ESSENTIALS
Registration Number:	4041378	E EXTENDED STAY HOTELS
Registration Number:	4274227	EXTENDED STAY AMERICA
Registration Number:	4274226	EXTENDED STAY AMERICA
Registration Number:	4274225	
Registration Number:	4274224	EXTENDED STAY AMERICA
Registration Number:	4274223	EXTENDED STAY AMERICA
Registration Number:	4167398	
Registration Number:	4679420	AWAY FROM HOME COOKING
Registration Number:	4581182	AWAY FROM HOME COOKING
Serial Number:	85838910	ESA-LIST
Registration Number:	4646831	
Registration Number:	4680620	
Registration Number:	4875648	EXTENDED PERKS
Registration Number:	4899352	EXTENDEDPERK\$
Registration Number:	4740652	A KITCHEN, A GREAT PRICE, THE HOTEL THAT
Serial Number:	86392963	B&B BAKER & BREWER
Registration Number:	4915460	BAKER & BREWER
Serial Number:	86679331	HOTEL KEYS OF HOPE
Registration Number:	4970543	HOTEL KEYS OF HOPE
Serial Number:	86795759	A STAY THAT MAKES A DIFFERENCE

Property Type	Number	Word Mark
Serial Number:	86650867	LEAVE A KEY. HELP SAVE A LIFE.
Serial Number:	86650877	NEED ANYTHING? JUST ASK.
Registration Number:	4526437	EXTENDED STAY CANADA
Registration Number:	4481862	PASSIONATELY PRACTICAL
Serial Number:	86851089	GO FURTHER

CORRESPONDENCE DATA

Fax Number: 2127352000

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.

Phone: 212-735-2811

Email: mribando@skadden.com

Correspondent Name: Skadden, Arps, Slate, Meagher & Flom

Address Line 1: Four Times Square

Address Line 2: Monique L. Ribando

Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 031330/1277

NAME OF SUBMITTER: Rebecca Rodal

SIGNATURE: /rebecca rodal/

DATE SIGNED: 08/30/2016

Total Attachments: 22

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Trademark Security Agreement

Trademark Security Agreement, dated as of August 30, 2016, by ESH STRATEGIES BRANDING LLC (the “**Pledgor**”), in favor of DEUTSCHE BANK AG NEW YORK BRANCH, in its capacity as Administrative Agent pursuant to the Credit Agreement (in such capacity, the “**Administrative Agent**”).

W I T N E S S E T H:

WHEREAS, the Pledgor is party to a Security Agreement, dated as of August 30, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “**Security Agreement**”), in favor of the Administrative Agent pursuant to which the Pledgor is required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the foregoing premises and other good and valuable consideration, the receipt and sufficiency of which is hereby acclaimed, the Pledgor hereby agrees with the Administrative Agent as follows:

Section 1. Defined Terms. Unless otherwise defined herein, terms defined in the Security Agreement and used herein have the meaning given to them in the Security Agreement. For the purposes of this Trademark Security Agreement, the term “Trademark” shall mean, collectively, with respect to the Pledgor, all trademarks (including service marks), slogans, logos, certification marks, trade dress, uniform resource locators (URL’s), domain names, corporate names, trade names and other similar source identifiers, whether registered or unregistered, owned by or assigned to the Pledgor and all registrations and applications for the foregoing (whether statutory or common law and whether established or registered in the United States or any other country or any political subdivision thereof), together with any and all (i) rights and privileges arising under applicable law with respect to the Pledgor’s use of any of the foregoing, (ii) reissues, continuations, extensions and renewals thereof and amendments thereto, (iii) income, fees, royalties, damages and payments now and hereafter due and/or payable thereunder and with respect thereto, including damages, claims and payments for past, present or future infringements thereof, (iv) rights corresponding thereto throughout the world and (v) rights to sue for past, present and future infringements thereof.

Section 2. Grant of Security Interest in Trademark Collateral. As collateral security for the payment and performance in full of all of the Secured Obligations, the Pledgor hereby pledges and grants to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest of the Pledgor in, to and under all the following property, wherever located, and whether now existing or hereafter arising or acquired from time to time (collectively, the “Trademark Collateral”):

- (a) all Trademarks, including the Trademarks listed on Schedule I attached hereto;
- (b) all Goodwill associated with such Trademarks; and

(c) all Proceeds of any and all of the foregoing (other than Excluded Property).

Section 3. Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to the Administrative Agent pursuant to the Security Agreement and the Pledgor hereby acknowledges and affirms that the rights and remedies of the Administrative Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Security Agreement is deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall control.

Section 4. Termination. Upon the payment in full of the Secured Obligations and termination of the Security Agreement, the Administrative Agent shall, upon the request and at the sole cost and expense of the Pledgor, execute, acknowledge, and deliver to the Pledgor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Security Agreement.

Section 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Security Agreement by signing and delivering one or more counterparts.

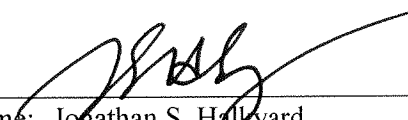
Section 6. Governing Law. This Trademark Security Agreement shall be construed in accordance with and governed by the law of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

[signature page follows]

IN WITNESS WHEREOF, the Pledgor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Very truly yours,

ESH STRATEGIES BRANDING LLC

By: 
Name: Jonathan S. Halkyard
Title: Vice-President and Treasurer

ACCEPTED AND AGREED:

DEUTSCHE BANK AG NEW YORK BRANCH,
as Administrative Agent


By: 
Name: **Mary Kay Coyle**
Title: **Managing Director**


By: 
Name: **Peter Cucchiara**
Title: **Vice President**


[Signature Page to Trademark Security Agreement]


TRADEMARK
REEL: 005867 FRAME: 0078


SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

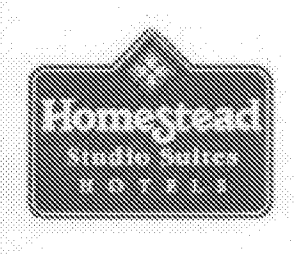

MARK	APPLICATION/REGISTRATION INFORMATION
<p>THE AFFORDABLE WAY TO STAY. AND STAY. AND STAY</p>	<p><u>U.S. Reg. No.</u> 2157712 <u>Serial No.:</u> 75204224 <u>Registered:</u> 05/12/1998 <u>Filed:</u> 11/25/1996</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/12/2017 - 5/12/2018</p>
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS</p>	<p><u>U.S. Reg. No.</u> 2113801 <u>Serial No.:</u> 75153371 <u>Registered:</u> 11/18/1997 <u>Filed:</u> 8/20/1996</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/18/2016 - 11/18/2017</p>
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS & Design</p> <p style="text-align: center;">  </p>	<p><u>U.S. Reg. No.</u> 2113800 <u>Serial No.:</u> 75153370 <u>Registered:</u> 11/18/1997 <u>Filed:</u> 8/20/1996</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/18/2016 - 11/18/2017</p>

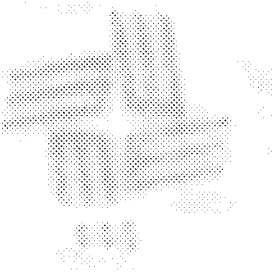
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS & Design</p> 	<p><u>U. S. Reg. No.</u> 2157547 <u>Serial No.:</u> 75153369 <u>Registered:</u> 5/12/1998 <u>Filed:</u> 8/20/1996</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/12/2017 - 5/12/2018</p>
<p>EXTENDED STAY AMERICA</p>	<p><u>U.S. Reg. No.</u> 2021504 (Supplemental Register) <u>Serial No.:</u> 74677537 <u>Registered:</u> 12/03/1996 <u>Filed:</u> 5/16/1995</p> <p><u>Class 42:</u> Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/3/2015 -12/3/2016</p>
<p>EXTENDED STAY AMERICA</p>	<p><u>U.S. Reg. No.</u> 2457084 (Principal Register) <u>Serial No.:</u> 75932228 <u>Registered:</u> 6/05/2001 <u>Filed:</u> 3/1/2000</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 6/5/2020 - 6/5/2021</p>
<p>EXTENDED STAY AMERICA & Design</p>	<p><u>U.S. Reg. No.</u> 3496984 <u>Serial No.:</u> 78496405 <u>Registered:</u> 9/2/2008 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u></p>

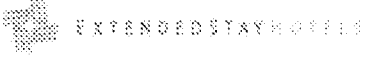

	<p>Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 9/2/2017 – 9/2/2018</p>
<p>EXTSTAY.COM</p>	<p><u>U.S. Reg. No.:</u> 3055797 <u>Serial No.:</u> 76268139 <u>Registered:</u> 1/31/2006 <u>Filed:</u> 6/7/2001</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services; providing information in the field of temporary housing and hotels via a global computer network; and reservation services for temporary housing and hotels.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/31/2015 - 1/31/2016</p>
<p>ROAD WARRIORS</p>	<p><u>U.S. Reg. No.:</u> 2456070 <u>Serial No.:</u> 75673896 <u>Registered:</u> 5/29/2001 <u>Filed:</u> 04/05/1999</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/29/2020 - 5/29/2021</p>
<p>STUDIO PLUS</p>	<p><u>U.S. Reg. No.:</u> 1509652 <u>Serial No.:</u> 73710836 <u>Registered:</u> 10/18/1988 <u>Filed:</u> 2/12/1988</p> <p><u>Class 42:</u> Short term rental of small furnished apartments.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

	<p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/18/2017 - 10/18/2018</p>
STUDIO PLUS	<p><u>U.S. Reg. No.:</u> 3067826 <u>Serial No.:</u> 78555208 <u>Registered:</u> 3/14/2006 <u>Filed:</u> 1/27/2005</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 3/14/2015 - 3/14/2016</p>
STUDIOPLUS DELUXE STUDIOS	<p><u>U.S. Reg. No.:</u> 2304753 <u>Serial No.:</u> 75432904 <u>Registered:</u> 12/28/1999 <u>Filed:</u> 2/12/1998</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/28/2018 - 12/28/2019</p>
STUDIOPLUS DELUXE STUDIOS & Design 	<p><u>U.S. Reg. No.:</u> 4383237 <u>Serial No.:</u> 85787836 <u>Registered:</u> 8/13/2013 <u>Filed:</u> 11/27/2012</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next Deadline:</u> Sec. 8 & 15 due: 8/13/2018 - 8/13/2019</p>
STUDIOPLUS (Stylized)	<p><u>U.S. Reg. No.:</u> 2116171 <u>Serial No.:</u> 75204429 <u>Registered:</u> 11/25/1997 <u>Filed:</u> 11/26/1996</p> <p><u>Class 42:</u></p>


<p>StudioPLUS</p>	<p>Services of rental of furnished hotel rooms.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/25/2016 - 11/25/2017</p>
<p>EXTENDED STAY DELUXE</p>	<p><u>U.S. Reg. No.:</u> 3016461 (Supplemental Register) <u>Serial No.:</u> 78484532 <u>Registered:</u> 11/15/2005 <u>Filed:</u> 9/16/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/15/2024 – 11/15/2025</p>
<p>EXTENDED STAY DELUXE</p>	<p><u>U.S. Reg. No.:</u> 4104698 <u>Serial No.:</u> 85321130 <u>Registered:</u> 2/28/2012 <u>Filed:</u> 5/14/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary accommodation.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 due: 2/28/2017 -2/28/2018 Sec. 8 & 9 renewal due: 2/28/2021 - 2/28/2022</p>
<p>EXTENDED STAY DELUXE & Design</p> 	<p><u>U.S. Reg. No.:</u> 3198051 <u>Serial No.:</u> 78496376 <u>Registered:</u> 1/16/2007 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/16/2016 - 1/16/2017</p>



<p>HOMESTEAD STUDIO SUITES</p>	<p><u>U.S. Reg. No.:</u> 2564446 <u>Serial No.:</u> 76047353 <u>Registered:</u> 4/23/2002 <u>Filed:</u> 5/12/2000</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 4/23/2021 - 4/23/2022</p>
<p>HOMESTEAD STUDIO SUITES HOTELS & Design</p> 	<p><u>U.S. Reg. No.:</u> 3095003 <u>Serial No.:</u> 78475869 <u>Registered:</u> 5/23/2006 <u>Filed:</u> 8/30/2004</p> <p><u>Class 43:</u> Providing temporary accommodations, motel and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 5/23/2015 – 5/23/2016</p>
<p>HOMESTEAD SUITES & Design</p>  <p>HOMESTEAD SUITES</p>	<p><u>U.S. Reg. No.:</u> 3450814 <u>Serial No.:</u> 78487214 <u>Registered:</u> 6/17/2008 <u>Filed:</u> 9/21/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/17/2017 - 6/17/2018</p>
<p>SUITE OFFERS</p>	<p><u>U.S. Reg. No.:</u> 3004515 <u>Serial No.:</u> 78518737 <u>Registered:</u> 10/4/2005 <u>Filed:</u> 11/17/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodations services and hotel services.</p>


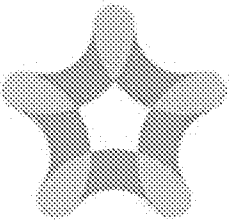

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/4/2024 – 10/4/2025</p>
1-800-EXTSTAY	<p><u>U.S. Reg. No.:</u> 3122763 <u>Serial No.:</u> 78519073 <u>Registered:</u> 8/1/2006 <u>Filed:</u> 11/18/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/1/2015 – 8/1/2016</p>
1-888-STAY-HSD	<p><u>U.S. Reg. No.:</u> 3125821 <u>Serial No.:</u> 78519087 <u>Registered:</u> 8/8/2006 <u>Filed:</u> 11/18/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/8/2015-8/8/2016</p>
<p>EEEE Design</p> 	<p><u>U.S. Reg. No.:</u> 3450820 <u>Serial No.:</u> 78496525 <u>Registered:</u> 6/17/2008 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/17/2017 - 6/17/2018</p>
EXTENDED STAY HOTELS & Design	<p><u>U.S. Reg. No.:</u> 3103158 <u>Serial No.:</u> 78496481 <u>Registered:</u> 6/13/2006</p>


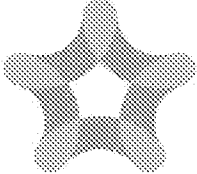
	<p><u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/13/2015 – 6/13/2016</p>
<p>EXTENDED STAY DELUXE HOTEL & Design</p> 	<p><u>U.S. Reg. No.:</u> 3560270 <u>Serial No.:</u> 77474721 <u>Registered:</u> 1/13/2009 <u>Filed:</u> 5/15/2008</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/13/2018 - 1/13/2019</p>
<p>A ROOM. A KITCHEN. A REASONABLE PRICE.</p>	<p><u>U.S. Reg. No.:</u> 3006021 <u>Serial No.:</u> 78500004 <u>Registered:</u> 10/11/2005 <u>Filed:</u> 10/14/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/11/2024 - 10/11/2025</p>
<p>YOU GO THE DISTANCE. WE DO THE SAME.</p>	<p><u>U.S. Reg. No.:</u> 3028288 <u>Serial No.:</u> 78499798 <u>Registered:</u> 12/13/2005 <u>Filed:</u> 10/14/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

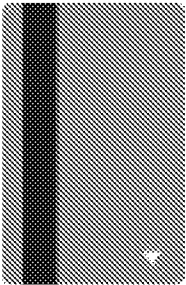
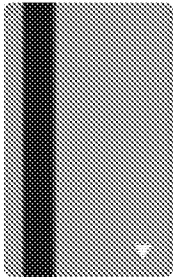
	<p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/13/2024 - 12/13/2025</p>
HOMETOWN INN	<p><u>U.S. Reg. No.:</u> 2459037 <u>Serial No.:</u> 75668306 <u>Registered:</u> 6/12/2001 <u>Filed:</u> 3/25/1999</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 6/12/2020 – 6/12/2021</p>
YOUR PERFECT PLACE FOR AN EXTENDED STAY	<p><u>U.S. Reg. No.:</u> 1513046 <u>Serial No.:</u> 73714818 <u>Registered:</u> 11/15/1988 (20 year renewal term b/c registered before 11/16/89) <u>Filed:</u> 3/4/1988</p> <p><u>Class 36:</u> Short term rental of small furnished apartments.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/15/2017 - 11/15/2018</p>
HOMESTEAD VILLAGE	<p><u>U.S. Reg. No.:</u> 1819557 <u>Serial No.:</u> 74226559 <u>Registered:</u> 02/01/1994 <u>Filed:</u> 12/02/1991</p> <p><u>Class 42:</u> Hotel/motel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 2/1/2023 - 2/1/2024</p>
HOMESTEAD VILLAGE & Design	<p><u>U.S. Reg. No.:</u> 3072952 <u>Serial No.:</u> 78489484 <u>Registered:</u> 3/28/2006 <u>Filed:</u> 9/24/2004</p> <p><u>Class 43:</u></p>


 <p>HomeStead Village</p>	<p>Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 3/28/2025 - 3/28/2026</p>
<p>HOMESTEAD GUEST STUDIOS®</p>	<p><u>U.S. Reg. No.:</u> 2504937 <u>Serial No.:</u> 75515321 <u>Registered:</u> 11/6/2001 <u>Filed:</u> 7/8/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/6/2020 - 11/6/2021</p>
<p>HOMESTEAD INSTEAD</p>	<p><u>U.S. Reg. No.:</u> 2482936 <u>Serial No.:</u> 75578720 <u>Registered:</u> 8/28/2001 <u>Filed:</u> 10/28/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/28/2020 - 8/28/2021</p>
<p>HOMESTEAD EXTENDED STAY LODGING</p>	<p><u>U.S. Reg. No.:</u> 2715925 <u>Serial No.:</u> 75515320 <u>Registered:</u> 5/13/2003 <u>Filed:</u> 7/8/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/13/2022 - 5/13/2023</p>
<p>DELUXE MORNINGS</p>	<p><u>U.S. Reg. No.:</u> 3340696 <u>Serial No.:</u> 77029962</p>

	<p><u>Registered:</u> 11/20/2007 <u>Filed:</u> 10/26/2006</p> <p><u>Class 43:</u> Hotel restaurant services; hotel amenities services, namely, providing breakfast services to customers.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/20/2016 - 11/20/2017</p>
<p>DELUXE ESSENTIALS</p>	<p><u>U.S. Reg. No.:</u> 3340697 <u>Serial No.:</u> 77029970 <u>Registered:</u> 11/20/2007 <u>Filed:</u> 10/26/2006</p> <p><u>Classes 43 and 45:</u> Hotel services; Complimentary hotel concierge services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/20/2016 - 11/20/2017</p>
<p>EXTENDED STAY HOTELS & Design</p> 	<p><u>U.S. Reg. No.:</u> 4041378 <u>Serial No.:</u> 85260560 <u>Registered:</u> 10/18/2011 <u>Filed:</u> 3/8/2011</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 Affidavits due: 10/18/2016 - 10/18/2017</p>
<p>EXTENDED STAY AMERICA (Stylized)</p> 	<p><u>U.S. Reg. No.:</u> 4274227 <u>Serial No.:</u> 85462184 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

	<p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 - 1/15/2019</p>
<p>EXTENDED STAY AMERICA & Design</p> 	<p><u>U.S. Reg. No.:</u> 4274226 <u>Serial No.:</u> 85462178 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 - 1/15/2019</p>
<p>Star Design (Color)</p> 	<p><u>U.S. Reg. No.:</u> 4274225 <u>Serial No.:</u> 85462171 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8& 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>EXTENDED STAY AMERICA (Stylized)</p> 	<p><u>U.S. Reg. No.:</u> 4274224 <u>Serial No.:</u> 85462167 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8& 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>EXTENDED STAY AMERICA & Design</p>	<p><u>U.S. Reg. No.:</u> 4274223 <u>Serial No.:</u> 85462158 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p>

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>Star Design (B&W)</p> 	<p><u>U.S. Reg. No.:</u> 4167398 <u>Serial No.:</u> 85462138 <u>Registered:</u> 7/3/2012 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 7/3/2017 -7/3/2018</p>
<p>AWAY FROM HOME COOKING</p>	<p><u>U.S. Reg. No.:</u> 4679420 <u>Serial No.:</u> 85901119 <u>Registered:</u> 1/27/2015 <u>Filed:</u> 4/11/2013</p> <p><u>Class 16:</u> Cook Books</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/27/2020 – 1/27/2021</p>
<p>AWAY FROM HOME COOKING</p>	<p><u>U.S. Reg. No.:</u> 4581182 <u>Serial No.:</u> 85901122 <u>Registered:</u> 8/5/2014 <u>Filed:</u> 4/11/2013</p> <p><u>Class 43:</u> Hotel services, namely providing hotel accommodations with kitchen facilities; providing temporary housing accommodations with kitchen facilities</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 8/5/2019 – 8/5/2020</p>
<p>ESA-LIST</p>	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 85838910 <u>Registered:</u> ---- <u>Filed:</u> 2/1/2013</p>

	<p align="center"><u>Classes 35, 41 and 43:</u> Consumer loyalty programs to promote hotel and temporary accommodation services; Providing recognition and incentives by way of awards to demonstrate excellence in the field of hotels and temporary accommodations; Hotel services featuring an incentive award program.</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Statement of Use accepted 8/16/2016; registration will issue in due course</p>
<p align="center">Card Design (B&W)</p> 	<p align="center"><u>U.S. Reg. No.:</u> 4646831 <u>Serial No.:</u> 86114039 <u>Registered:</u> 11/25/2014 <u>Filed:</u> 11/8/2013</p> <p align="center"><u>Class 43:</u> Hotel services, Providing temporary housing accommodations</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 11/25/2019 – 11/25/2020</p>
<p align="center">Card Design (Color)</p> 	<p align="center"><u>U.S. Reg. No.:</u> 4680620 <u>Serial No.:</u> 86114040 <u>Registered:</u> 2/3/2015 <u>Filed:</u> 11/8/2013</p> <p align="center"><u>Class 43:</u> Hotel services; Providing temporary housing accommodations</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/3/2020 – 2/3/2021</p>
<p align="center">EXTENDED PERKS</p>	<p align="center"><u>U.S. Reg. No.:</u> 4875648 <u>Serial No.:</u> 86442547 <u>Registered:</u> 12/22/2015 <u>Filed:</u> 11/3/2014</p> <p align="center"><u>Classes 35& 43:</u> Arranging and conducting incentive hotel rewards program to promote the sale of hotel services; Hotel services</p>

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 12/22/2020 – 12/22/2021</p>
EXTENDED PERKS	<p><u>U.S. Reg. No.:</u> 4899352 <u>Serial No.:</u> 86443793 <u>Registered:</u> 2/9/2016 <u>Filed:</u> 11/4/2014</p> <p><u>Classes 35 and 43:</u> Arranging and conducting incentive hotel rewards program to promote the sale of hotel services; Hotel services</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/9/2025 – 2/9/2026</p>
A KITCHEN, A GREAT PRICE, THE HOTEL THAT'S JUST RIGHT	<p><u>U.S. Reg. No.:</u> 4740652 <u>Serial No.:</u> 86273272 <u>Registered:</u> 5/19/2015 <u>Filed:</u> 9/30/2014</p> <p><u>Class 43:</u> Hotel services; providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 5/19/2020 – 5/19/2021</p>
B&B BAKER & BREWER & Design 	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86392963 <u>Registered:</u> ---- <u>Filed:</u> 9/12/2014</p> <p><u>Class 30:</u> Bakery goods; Coffee and tea</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
BAKER & BREWER	<p><u>U.S. Reg. No.:</u> 4915460 <u>Serial No.:</u> 86392967 <u>Registered:</u> 3/8/2016 <u>Filed:</u> 9/12/2014</p>

	<p><u>Class 30:</u> Bakery goods; Coffee and tea</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> March 8, 2021 and March 8, 2022</p>
HOTEL KEYS OF HOPE	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86679331 <u>Registered:</u> ---- <u>Filed:</u> 6/30/2015</p> <p><u>Class 36:</u> Charitable services, namely, providing hotel rooms free of charge for patients and their families</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
HOTEL KEYS OF HOPE	<p><u>U.S. Reg. No.:</u> 4970543 <u>Serial No.:</u> 86678470 <u>Registered:</u> 5/31/2016 <u>Filed:</u> 6/30/2015</p> <p><u>Class 43:</u> Hotel services</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> May 31, 2025 and May 31, 2016</p>
A STAY THAT MAKES A DIFFERENCE	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86795759 <u>Registered:</u> ---- <u>Filed:</u> 10/22/2015</p> <p><u>Class 43:</u> Charitable services, namely, providing hotel room accommodation free of charge for medical patients and their families</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
LEAVE A KEY. HELP SAVE A	<p><u>U.S. Reg. No.:</u> ----</p>

LIFE.	<u>Serial No.:</u> 86650867 <u>Registered:</u> --- <u>Filed:</u> 6/3/2015 <u>Class 43:</u> Charitable services <u>Owner:</u> ESH Strategies Branding LLC <u>Next deadline:</u> ----
NEED ANYTHING? JUST ASK.	<u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86650877 <u>Registered:</u> ---- <u>Filed:</u> 6/3/2015 <u>Classes 35 and 43:</u> Customer service, namely, responding to the customer inquiries for others in the field of requests made by hotel guests; Providing temporary housing accommodations; hotel services, motel services. <u>Owner:</u> ESH Strategies Branding LLC <u>Next deadline:</u> ----
EXTENDED STAY CANADA	<u>U.S. Reg. No.:</u> 4526437 <u>Serial No.:</u> 85701277 <u>Registered:</u> 5/6/2014 <u>Filed:</u> 8/11/2012 <u>Class 43:</u> Hotel services; Providing temporary housing accommodations. <u>Owner:</u> ESH Strategies Branding LLC <u>Next deadline:</u> Sec. 8 & 15 affidavits due: 5/6/2019 – 5/6/2020
PASSIONATELY PRACTICAL	<u>U.S. Reg. No.:</u> 4481862 <u>Serial No.:</u> 85660226 <u>Registered:</u> 2/11/2014 <u>Filed:</u> 6/25/2012 <u>Class 43:</u> Hotel services; Providing temporary housing accommodations. <u>Owner:</u>

	<p style="text-align: center;">ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/11/2019 – 2/11/2020</p>
<p style="text-align: center;">GO FURTHER</p>	<p style="text-align: center;"><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86851089 <u>Registered:</u> ---- <u>Filed:</u> 12/16/2015</p> <p style="text-align: center;"><u>Class 43:</u> Hotel services</p> <p style="text-align: center;"><u>Owner:</u> ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> ----</p>