

900390478 01/06/2017

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1:1  
Stylesheet Version v1:2

ETAS ID: TM411393

<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>
HOTEL FORUMS, LLC		11/30/2016	Limited Liability Company: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BNP MEDIA II, LLC		
<b>Street Address:</b>	2401 West Big Beaver Road		
<b>Internal Address:</b>	Suite 700		
<b>City:</b>	Troy		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48084		
<b>Entity Type:</b>	Limited Liability Company: VIRGINIA Michigan		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4778056	FOOD AND BEVERAGE LEADERSHIP ASSOCIATION	
<b>Registration Number:</b>	4190499	HOTEL F & B	
<b>Registration Number:</b>	4910237	HOTEL F & B MEDIA GROUP	
<b>Serial Number:</b>	87097280	HOTEL FOOD AND BEVERAGE LEADERSHIP CONFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2485940660		
<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>	2485940630		
<b>Email:</b>	tmdocketing@fishstewip.com		
<b>Correspondent Name:</b>	John P. Guenther		
<b>Address Line 1:</b>	39533 Woodward Avenue, Suite 140		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304		
<b>ATTORNEY DOCKET NUMBER:</b>	67601-999		
<b>NAME OF SUBMITTER:</b>	John P. Guenther		
<b>SIGNATURE:</b>	/ipg/		
<b>DATE SIGNED:</b>	01/06/2017		

OP: \$115.00: 4778056

**Total Attachments: 3**

source=Executed Hotel FB - IP Assignment#page1.tif

source=Executed Hotel FB - IP Assignment#page2.tif

source=Executed Hotel FB - IP Assignment#page3.tif

**TRADEMARK ASSIGNMENT**

WHEREAS, HOTEL FORUMS, LLC, a Virginia limited liability company, ("Assignor") having a business address situated at 2303 Ranch Road 620 South #135-404, Lakeway, Texas 78734, owns all right, title, and interest in and to the trademarks shown on Exhibit A (the Marks); and

WHEREAS, BNP MEDIA II, LLC, a Michigan limited liability company ("Assignee") having a business address situated at 2401 West Big Beaver Road, Suite 700, Troy, Michigan 48084, desires to acquire all right, title, and interest in and to said Marks, any and all registrations and applications for registration thereof, the goodwill of the business symbolized thereto, and the underlying business associated therewith;

NOW, THEREFORE, for Ten Dollars (USD 10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey to Assignee all of its right, title, and interest in and to said Marks, all registrations and applications for registration thereof, all common law marks and trade dress of the business, and all rights derived from or associated with use of the same by Assignor, together with the goodwill of the business symbolized thereto and the underlying business associated therewith, and the right to recover for past infringement. Assignor represents and warrants that it has not previously assigned, licensed, or conveyed any interest in said Marks or the other rights referenced herein, and Assignor agrees to execute any further lawful documents needed to give full force and effect to this instrument, including any corrective submissions to the United States Patent and Trademark Office.

Executed this 30th day of November 2016

HOTEL FORUMS, LLC, a Virginia limited liability company

By:   
JEANNE BISCHOFF, Co-Manager

BNP MEDIA II, LLC, a Michigan limited liability company

By: \_\_\_\_\_  
HARPER HENDERSON, Co-CEO

## TRADEMARK ASSIGNMENT

WHEREAS, HOTEL FORUMS, LLC, a Virginia limited liability company, ("Assignor") having a business address situated at 2303 Ranch Road 620 South #135-404, Lakeway, Texas 78734, owns all right, title, and interest in and to the trademarks shown on Exhibit A (the Marks); and

WHEREAS, BNP MEDIA II, LLC, a Michigan limited liability company, ("Assignee") having a business address situated at 2401 West Big Beaver Road, Suite 700, Troy, Michigan 48084, desires to acquire all right, title, and interest in and to said Marks, any and all registrations and applications for registration thereof, the goodwill of the business symbolized thereto, and the underlying business associated therewith;

NOW, THEREFORE, for Ten Dollars (USD 10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and convey to Assignee all of its right, title, and interest in and to said Marks, all registrations and applications for registration thereof, all common law marks and trade dress of the business, and all rights derived from or associated with use of the same by Assignor, together with the goodwill of the business symbolized thereto and the underlying business associated therewith, and the right to recover for past infringement. Assignor represents and warrants that it has not previously assigned, licensed, or conveyed any interest in said Marks or the other rights referenced herein, and Assignor agrees to execute any further lawful documents needed to give full force and effect to this instrument, including any corrective submissions to the United States Patent and Trademark Office.

Executed this 30th day of November 2016

**HOTEL FORUMS, LLC**, a Virginia limited liability company

By: \_\_\_\_\_  
JEANNE BISCHOFF, Co-Manager

**BNP MEDIA II, LLC**, a Michigan limited liability company

By:  \_\_\_\_\_  
HARPER HENDERSON, Co-CEO

**EXHIBIT A**

**United States Trademark Applications and Registrations**

<b>Mark</b>	<b>App/ Reg Date</b>	<b>App/ Reg Number</b>	<b>Status</b>
FOOD AND BEVERAGE LEADERSHIP ASSOCIATION	07/21/2015	4778056	Registered
HOTEL F & B	08/14/2012	4190499	Registered
HOTEL F & B MEDIA GROUP	03/01/2016	4910237	Registered
HOTEL FOOD AND BEVERAGE LEADERSHIP CONFERENCE	07/08/2016	87097280	Pending