

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM429447

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Evok Hotels Collection		05/15/2015	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	SNC Evok Hotels Collection		
Street Address:	11 RUE MARBEUF		
City:	Paris		
State/Country:	FRANCE		
Postal Code:	75008		
Entity Type:	Société En Nom Collectif: FRANCE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86514453	EVOK HOTELS COLLECTION	
Serial Number:	86551535	EEEE EVOK HOTELSCOLLECTION	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	tmatlanta@seyfarth.com		
Correspondent Name:	Joseph V. Myers III		
Address Line 1:	1075 Peachtree St. NE		
Address Line 2:	Suite 2500		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	F. Richard Rimer, Jr.		
SIGNATURE:	/frr/		
DATE SIGNED:	05/31/2017		
Total Attachments: 2			
source=Assignment Evok Hotels Collection to SNC Evok Hotels Collection#page1.tif			
source=Assignment Evok Hotels Collection to SNC Evok Hotels Collection#page2.tif			

CH \$65.00 86514453

ASSIGNMENT

THIS TRADEMARK AND INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment") is entered into as of May 15, 2015 (the "Effective Date") by and between Evok Hotels Collection, a company organized under the laws of France ("Assignor"), and SNC Evok Hotels Collection, a company organized under the laws of France ("Assignee").

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit "A" hereto (the "Marks") and such Marks being the subject of the applications (the "Applications") as more fully described on Exhibit "A" hereto; and

WHEREAS, Assignor desires to sell, convey, assign, transfer and deliver to Assignee, and Assignee desires to acquire from Assignor, Assignor's entire right, title and interest in and to the Marks and the Applications, together with the goodwill of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee Assignor's entire right, title, and interest in and to the Marks, the Applications, together with the goodwill of the business symbolized by the Marks, and together with all of Assignor's right to sue and recover for past, present and future infringements of the Marks, the same to have and to hold by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made (all of the above being referred to collectively as the "Assigned Rights").

Assignor agrees that it shall deliver any further instruments or documents, and take all such further reasonable action, as Assignee may request, including procuring assurance and cooperation from Assignor's officers, employees, estate and/or heirs, as the case may be, and providing all necessary authentication information related to any related domain names, including user names and passwords, in order to transfer to and vest in Assignee all right, title, and interest in and to the Assigned Rights. Assignor hereby irrevocably appoints Assignee as its power-of-attorney, effective as of the date hereof, with full right of substitution for the purpose of executing such documents and taking such other actions, as may be necessary to effectuate this Agreement in whole or in part. This power of attorney shall be for the benefit of Assignee, its licensees, affiliates, successors, and assigns, and is coupled with an interest.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the date first above written.

ASSIGNOR

ASSIGNEE

EVOK HOTELS COLLECTION

SNC EVOK HOTELS COLLECTION

By: _____

By: _____

Name: ROMAIN YERMAN

Name: Emmanuel SAUVADE

Its: _____

Its: _____

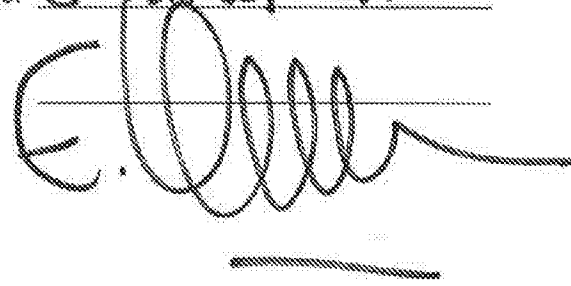
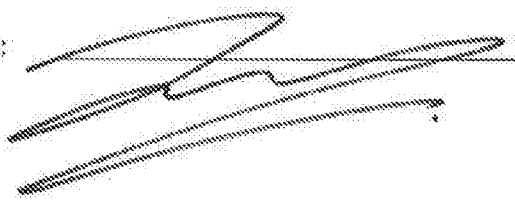



Exhibit "A"

Trademark Applications

Jurisdiction	Trademark	Application Nos.
United States	EVOK HOTELS COLLECTION	86/514,453
United States	EEEE EVOK HOTELCOLLECTION & Design 	86/551,535