

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM465621

<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>
American Hotel & Lodging Educational Institute		01/31/2017	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	National Restaurant Association Solutions, LLC		
<b>Street Address:</b>	2055 L Street, NW		
<b>City:</b>	Washington		
<b>State/Country:</b>	D.C.		
<b>Postal Code:</b>	20036		
<b>Entity Type:</b>	Limited Liability Company: ILLINOIS		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1860068	CONTROLLING ALCOHOL RISKS EFFECTIVELY	
<b>Registration Number:</b>	2663007	COURSELINE	
<b>Registration Number:</b>	2011231	HOSPITALITY SKILLS TRAINING SERIES	
<b>Registration Number:</b>	2296796	LANGUAGE FREE WORLD TRAINER	
<b>Registration Number:</b>	2454781	LEARNING JUST GOT EASIER	
<b>Registration Number:</b>	1858933	LODGING SAFE SECURITY AWARENESS FOR EVER	
<b>Registration Number:</b>	4930237	CARE CONTROLLING ALCOHOL RISKS EFFECTIVE	
<b>Registration Number:</b>	2991156	CYBERCINEMA	
<b>Registration Number:</b>	4158553	EYE ON AWARENESS - HOTEL SECURITY AND AN	
<b>Registration Number:</b>	4244666	GUEST SERVICE GOLD	
<b>Registration Number:</b>	4306243	SERVICIO DORADO AL HUESPED	
<b>Registration Number:</b>	4887714	SKILLS, TASKS, AND RESULTS TRAINING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4048538806		
<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>	404.853.8000		
<b>Email:</b>	juliemurphy@eversheds-sutherland.com		
<b>Correspondent Name:</b>	Eversheds Sutherland (US) LLP		

CH \$315.00 1860068

**Address Line 1:** 999 Peachtree Street NE  
**Address Line 4:** Atlanta, GEORGIA 30309-3996

**ATTORNEY DOCKET NUMBER:** 31647-0001

**NAME OF SUBMITTER:** Elisabeth Langworthy

**SIGNATURE:** /Elisabeth Langworthy/

**DATE SIGNED:** 03/14/2018

**Total Attachments: 7**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), made and entered into as of January 31, 2017, by and between American Hotel & Lodging Educational Institute, a Michigan non-profit corporation (“AHLEI” or the “Assignor”), and National Restaurant Association Solutions, LLC, an Illinois limited liability company (“NRAS” or the “Assignee), each individually referred to as a “Party” and collectively referred to as the “Parties.”

**WHEREAS**, Assignor is the owner of the registered United States trademarks listed on Schedule 1, attached hereto (“Assigned Marks”), all goodwill and reputation attached thereto, all common law rights related thereto, and all rights in any causes of action related thereto; and

**WHEREAS**, Assignee is desirous of acquiring all of Assignor’s right, title and interest in, to and under the Assigned Marks and the goodwill and reputation accrued in connection and associated therewith, and all rights in any causes of action related thereto.

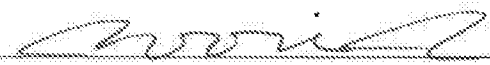
**NOW, THEREFORE**, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, convey and set over unto Assignee all of Assignor’s right, title and interest in, to and under the Assigned Marks, together with all goodwill and reputation attached or related thereto, all common law rights related thereto, and any cause of action related to the Assigned Marks.

**IN WITNESS WHEREOF**, the Parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

*[Signature page follows]*

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

AMERICAN HOTEL & LODGING EDUCATIONAL  
INSTITUTE  
(ASSIGNOR)

By: 

Name: Joori Jeon

Title: Chief Executive Officer

NATIONAL RESTAURANT ASSOCIATION SOLUTIONS,  
LLC  
(ASSIGNEE)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

AMERICAN HOTEL & LODGING EDUCATIONAL  
INSTITUTE  
(ASSIGNOR)

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_


NATIONAL RESTAURANT ASSOCIATION SOLUTIONS,  
LLC  
(ASSIGNEE)


By: Dawn Sweeney


Name: Dawn Sweeney

Title: President & CEO

**SCHEDULE 1 (TRADEMARKS)**

<b>Trademark/ Registration No.</b>	<b>Status/Key Dates</b>	<b>Full Goods/Services</b>
<p><u>CONTROLLING</u> <u>ALCOHOL RISKS</u> <u>EFFECTIVELY</u> and Design</p>  <p>RN: 1860068</p>	<p>Renewed October 25, 2004 Int'l Class: 41 First Use: May, 1993 Filed: October 13, 1993 Application Published: August 2, 1994 Registered: October 25, 1994 Last Renewal: October 25, 2004</p>	<p>(Int'l Class: 41) educational services; namely, providing courses of instruction in safe alcohol service and consumption in hotels and motels</p>
<p><u>COURSELINE</u> RN: 2663007</p>	<p>Renewed December 17, 2012 Int'l Class: 41 First Use: February 1, 1999 Filed: February 26, 2002 Application Published: September 24, 2002 Registered: December 17, 2002 Last Renewal: December 17, 2012</p>	<p>(Int'l Class: 41) educational services, namely providing online courses of instruction and exams in housing management and supervision</p>
<p><u>HOSPITALITY</u> <u>SKILLS</u> <u>TRAINING</u> <u>SERIES</u> RN: 2011231</p>	<p>Renewed Supplemental Register October 22, 2006 Int'l Class: 16 First Use: April, 1995 Filed: June 14, 1995 Application Published: October 22, 1996</p>	<p>(Int'l Class: 16) printed instructional guides for training and development of line employees in hotel and motel operations</p>

	Registered: October 22, 1996 Last Renewal: October 22, 2006	
<u>LANGUAGE</u> <u>FREE WORLD</u> <u>TRAINER</u> RN: 2296796	Renewed November 30, 2009 Int'l Class: 09 First Use: January 5, 1996 Filed: January 15, 1998 Application Published: December 8, 1998 Registered: November 30, 1999 Last Renewal: November 30, 2009	(Int'l Class: 09) pre-recorded educational videotapes in the field of hotel and motel services
<u>LEARNING JUST</u> <u>GOT EASIER</u> RN: 2454781	Renewed May 29, 2011 Int'l Class: 41 First Use: July 1, 1999 Filed: November 4, 1999 Application Published: March 6, 2001 Registered: May 29, 2001 Last Renewal: May 29, 2011	(Int'l Class: 41) conducting courses on-line via the global computer network in the field of hospitality management
<u>LODGING SAFE</u> <u>SECURITY</u> <u>AWARENESS</u> <u>FOR EVERYONE</u> and Design  RN: 1858933	Renewed October 18, 2004 Int'l Class: 41 First Use: February, 1993 Filed: August 5, 1993 Application Published: July 26, 1994 Registered: October 18, 1994 Last Renewal:	(Int'l Class: 41) educational services; namely, providing courses of instruction in hotel and motel security

	October 18, 2004	
<u>CARE</u> <u>CONTROLLING</u> <u>ALCOHOL RISKS</u> <u>EFFECTIVE and</u> <u>Design</u>  RN: 4930237	Registered April 5, 2016 Int'l Class: 41 First Use: 2006 Filed: October 30, 2014 Application Published: January 19, 2016 Registered: April 5, 2016	(Int'l Class: 41) educational services, namely, providing courses, seminars, workshops and training programs in the field of alcohol awareness and responsible alcohol service; educational services, namely, preparing and administering educational examinations in the field of alcohol awareness and responsible alcohol service
<u>CYBERCINEMA</u> RN: 2991156	Renewed Principal Register - Sec. 2(F) September 6, 2015 Int'l Class: 38 First Use: February 1, 1999 Filed: December 17, 2003 Application Published: June 14, 2005 Registered: September 6, 2005 Last Renewal: September 6, 2015	(Int'l Class: 38) streaming and electronic delivery of educational and instructional video course material on the internet in the field of hospitality training, management and supervision
<u>EYE ON</u> <u>AWARENESS -</u> <u>HOTEL</u> <u>SECURITY AND</u> <u>ANTI-</u> <u>TERRORISM</u> <u>TRAINING</u> RN: 4158553	Registered June 12, 2012 Int'l Class: 41 First Use: April, 2011 Filed: November 15, 2010 Application Published: October 4, 2011 Registered: June 12, 2012	(Int'l Class: 41) providing online training program with interactive multimedia lessons in the field of hotel security and anti-terrorism
<u>GUEST</u> <u>SERVICE GOLD</u> RN: 4244666	Registered November 20, 2012 Int'l Class: 41	(Int'l Class: 41) educational services, namely, arranging and conducting online courses and webinars in the fields of hospitality and lodging guest service and distribution of training



	<p>First Use: April, 2011  Filed: November 22, 2011  Application Published: September 4, 2012  Registered: November 20, 2012</p>	<p>materials in connection therewith; educational services, namely, arranging and conducting courses, seminars and workshops in the fields of hospitality and lodging guest service and distribution of training materials in connection therewith</p>
<p><u>SERVICIO DORADO AL HUESPED</u>  RN: 4306243</p>	<p>Registered March 19, 2013  Int'l Class: 41  First Use: June 1, 2011  Filed: November 23, 2011  Application Published: September 4, 2012  Registered: March 19, 2013</p>	<p>(Int'l Class: 41)  educational services, namely, arranging and conducting online courses and webinars in the fields of hospitality and lodging guest service and distribution of training materials in connection therewith; educational services, namely, arranging and conducting courses, seminars and workshops in the fields of hospitality and lodging guest service and distribution of training materials in connection therewith</p>
<p><u>SKILLS, TASKS AND RESULTS TRAINING</u>  RN: 4887714</p>	<p>Registered Principal Register - Sec. 2(F) January 19, 2016  Int'l Class: 16,41  First Use: 2000  Filed: October 8, 2014  Application Published: November 3, 2015  Registered: January 19, 2016</p>	<p>(Int'l Class: 16)  educational kits sold as a unit in the field of hotel operations consisting primarily of textbooks, workbooks, study guides, lesson plans, quizzes, examinations, documents, templates, presentation slides and also including dvds and cd-roms  (Int'l Class: 41)  educational services, namely, developing course curriculum for high schools, community colleges and workforce development agencies in the field of hotel operations</p>