

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470718

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LQR Property, LLC		04/17/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	BRE Iconic LQR Owner LLC		
Street Address:	251 Little Falls Drive		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4451095	HOT AS HEAVEN	
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:	trademarks@dechert.com, gayle.denman@dechert.com		
Correspondent Name:	Glenn A. Gundersen		
Address Line 1:	2929 Arch Street, Cira Centre		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104-2808		
NAME OF SUBMITTER:	Gayle Denman		
SIGNATURE:	/Gayle Denman/		
DATE SIGNED:	04/20/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT


WHEREAS LQR PROPERTY, LLC, a Delaware limited liability company whose address is 49-499 Eisenhower Drive, La Quinta, California 92253 ("Assignor"), is the owner of the U.S. trademark registration No. 4,451,095 of the mark HOT AS HEAVEN (the "Registration"); and


WHEREAS BRE ICONIC LQR OWNER LLC, a Delaware limited liability company whose address is 251 Little Falls Drive, Wilmington, Delaware 19808 ("Assignee"), desires to acquire all of Assignor's rights in the mark HOT AS HEAVEN (the "Mark"), the Registration, and the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee all of Assignor's right, title, and interest in and to the Mark, the Registration, all other rights that Assignor may have in the Mark, and the goodwill of the business connected with the use of and symbolized by the Mark.

LQR PROPERTY LLC,
a Delaware limited liability company

By: LQR La Quinta, Inc.,
a Delaware corporation,
its Sole and Managing Member

By: 
Name: RYAN SEIDMAN
Title: AUTHORIZED SIGNATORY

By: 
Name: THOMAS SHIN
Title: AUTHORIZED SIGNATORY

Date: April 17, 2018

[Signature Page to Trademark Assignment (Hot as Heaven)]