

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM477006

<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>
Lou Properties LLC		05/30/2018	Limited Liability Company: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ESH Strategies Branding LLC		
<b>Street Address:</b>	11525 N. Community House Rd., Suite 100		
<b>City:</b>	Charlotte		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28277		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4878799	LEGACY SUITES	
<b>Registration Number:</b>	5118554	LEGACY SUITES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	tmdocketing@wbd-us.com		
<b>Correspondent Name:</b>	Laura A. Kees		
<b>Address Line 1:</b>	271 17th Street NW, Suite 2400		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30363		
<b>NAME OF SUBMITTER:</b>	Emily S. Whittaker		
<b>SIGNATURE:</b>	/Emily S. Whittaker/		
<b>DATE SIGNED:</b>	06/06/2018		
<b>Total Attachments: 4</b>			
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source=Assignment of Trademarks and Related Registrations (fully executed)#page2.tif			
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source=Assignment of Trademarks and Related Registrations (fully executed)#page4.tif			

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**ASSIGNMENT OF TRADEMARKS AND  
RELATED REGISTRATIONS**

THIS ASSIGNMENT OF TRADEMARKS AND RELATED REGISTRATIONS (this "Assignment"), dated as of May 30, 2018 is from LOU PROPERTIES LLC, a Missouri limited liability company ("Assignor"), having a place of business at 1804 Borman Circle Drive, Suite 100, St. Louis, Missouri 63146 to ESH STRATEGIES BRANDING LLC, a Delaware limited liability company ("Assignee"), having a place of business at 11525 N. Community House Rd., Suite 100, Charlotte, North Carolina 28277.

**WITNESSETH:**

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the trademarks and related trademark registrations identified on Exhibit A attached hereto (the "Trademarks"), together with any and all goodwill of the business associated with the Trademarks; and

WHEREAS, Assignee desires to acquire the Trademarks and all goodwill of the business associated therewith from Assignor; and

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Trademark(s) to Assignee;

NOW, THEREFORE, for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee, with recourse, all right, title and interest in and to the Trademarks, together with (i) the goodwill and the business symbolized by the Trademarks and (ii) all causes of action, claims and demands and other rights for, or arising from, any infringement, including past infringements, of the Trademarks.

2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks and all other rights hereby conveyed.


SL 2792496.2

**TRADEMARK  
REEL: 006347 FRAME: 0912**

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed by their respective authorized officers, all as of the day and year first above written.

ASSIGNOR:

LOU PROPERTIES, LLC,  
a Missouri limited liability company

By:   
Name: J.F. Norville  
Its: Manager

ASSIGNEE:

ESH STRATEGIES BRANDING LLC,  
a Delaware limited liability company

By: \_\_\_\_\_  
Name: John Dent  
Title: Vice-President and Secretary

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**TRADEMARK**  
**REEL: 006347 FRAME: 0913**

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed by their respective authorized officers, all as of the day and year first above written.


ASSIGNOR:

LOU PROPERTIES, LLC,  
a Missouri limited liability company

By: \_\_\_\_\_  
Name: J.T. Norville  
Its: Manager

ASSIGNEE:

ESH STRATEGIES BRANDING LLC,  
a Delaware limited liability company

By:  \_\_\_\_\_  
Name: John Dent  
Title: Vice-President and Secretary

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**TRADEMARK**  
**REEL: 006347 FRAME: 0914**

EXHIBIT A  
to Assignment of Trademarks and Related Registrations

TRADEMARKS

U.S. Trademark	Registration Number	Registration Date	Recited Goods and Services
Legacy Suites	4,878,799	December 29, 2015	(i) Short term furnished apartment rental services (International Class 36)  (ii) Residential hotels and extended stay hotels (International Class 43)
Legacy Suites (and duck design)	5,118,554	January 10, 2017	(i) Short term furnished apartment rental services (International Class 36)  (ii) Residential hotels and extended stay hotels (International Class 43)

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