

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM473271

<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>
WoodSpring Hotels Franchise Services LLC		05/07/2018	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Choice Hotels International, Inc.		
<b>Street Address:</b>	1 Choice Hotels Circle		
<b>City:</b>	Rockville		
<b>State/Country:</b>	MARYLAND		
<b>Postal Code:</b>	20850		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 14</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86597070	IT'S SIMPLE. DONE BETTER.	
<b>Serial Number:</b>	87267239		
<b>Serial Number:</b>	78269847	VALUE PLACE	
<b>Serial Number:</b>	77901440	VALUE PLACE	
<b>Serial Number:</b>	87273769	WOODSPRING HOTELS	
<b>Serial Number:</b>	87273775	WOODSPRING HOTELS	
<b>Serial Number:</b>	86597051	WOODSPRING SUITES	
<b>Serial Number:</b>	86647055	WOODSPRING SUITES	
<b>Serial Number:</b>	86599505	WOODSPRING SUITES AN EXTENDED STAY HOTEL	
<b>Serial Number:</b>	86599499	WOODSPRING SUITES AN EXTENDED STAY HOTEL	
<b>Serial Number:</b>	86597063	WOODSPRING SUITES SIGNATURE	
<b>Serial Number:</b>	86647063	WOODSPRING SUITES SIGNATURE	
<b>Serial Number:</b>	86599510	WOODSPRING SUITES SIGNATURE AN EXTENDED	
<b>Serial Number:</b>	86599507	WOODSPRING SUITES SIGNATURE AN EXTENDED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>			

OP \$365.00 86597070

**Phone:** 202-857-6000  
**Email:** Todd.Hopkins@arentfox.com  
**Correspondent Name:** N. Christopher Norton  
**Address Line 1:** 1717 K St., NW  
**Address Line 4:** Washington, D.C. 20006-5344

**ATTORNEY DOCKET NUMBER:** 026861.

**NAME OF SUBMITTER:** Diana S. Bae

**SIGNATURE:** /diana s. bae/

**DATE SIGNED:** 05/09/2018

**Total Attachments: 4**

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**TRADEMARK ASSIGNMENT**

This Assignment Agreement, effective as of May 7, 2018 (the "Effective Date"), is made between WoodSpring Hotels Franchise Services LLC, a Kansas limited liability company with a principal place of business at 8621 East 21<sup>st</sup> Street, Suite 250, Wichita, Kansas 67206 ("Assignor") and Choice Hotels International, Inc., a Delaware corporation with a principal place of business at 1 Choice Hotels Circle, Rockville, Maryland 20850 ("Assignee").

WHEREAS Assignor is the owner of all right, title, and interest in, under, and to the trademarks listed in the attached Schedule and the goodwill symbolized thereby (collectively, the "Trademarks"); and

WHEREAS Assignee is desirous of acquiring all right, title, and interest in, under, and to said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers, and sets over unto Assignee all right, title, and interest in, under, and to the Trademarks, together with the goodwill of the business inherent therein and the right to bring suit and recover damages for past, present, and future infringement, dilution, misappropriation, violation, unlawful imitation or breach thereof, and all rights of priority and protection of interests therein under the laws of any jurisdiction.
2. The parties hereby agree to execute any additional documents that may be required to accomplish and record this Assignment.
3. This Assignment shall be binding upon the parties and their successors and assigns.

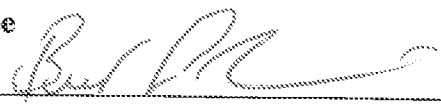
**WOODSPRING HOTELS  
FRANCHISE SERVICES LLC**

**CHOICE HOTELS INTERNATIONAL, INC.**

**Assignor**

**Assignee**

By: Choice Hotels International, Inc.

By: 

Its: Sole Member

By: 

Name: Bret L. Limage

Name: Jeff Lobb


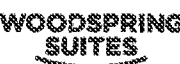





Title: Deputy General Counsel









Title: Vice President, Assistant General Counsel  
& Chief Compliance Officer


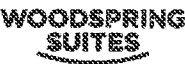


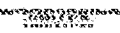

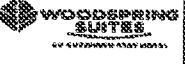
Date: May 7, 2018

Date: May 7, 2018

## SCHEDULE

Country	Mark	Image	Application Number	Application Date	Registration Number	Registration Date
Canada	IT'S SIMPLE. DONE BETTER.		1835782	05/04/2017		
Canada	VALUE PLACE & Design (NO PRICE, RED)		1292612	02/20/2006	TMA730895	12/12/2008
Canada	WOODSPRING HOTELS		1835780	05/04/2017		
Canada	WOODSPRING SUITES		1730003	05/27/2015		
Canada	WOODSPRING SUITES & Design		1835781	05/04/2017		
Canada	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF ON TOP)		1730004	05/27/2015		
Canada	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF TO THE LEFT)		1731058	06/03/2015		
China	VALUE PLACE & Design (NO PRICE RED LOGO-Black outline)		8606195	08/25/2010	8606195	03/07/2014
China	VALUE PLACE & Design (NO PRICE RED LOGO-Black outline)		8606196	08/25/2010	8606196	11/07/2011
European Union	VALUE PLACE & Design (COLOR) (NO PRICE, RED)		004911624	02/20/2006	004911624	05/18/2007
Mexico	IT'S SIMPLE. DONE BETTER.		1879363	04/18/2017		
Mexico	WOODSPRING HOTELS		1879371	04/18/2017		
Mexico	WOODSPRING HOTELS		1879370	04/18/2017		

Country	Mark	Image	Application Number	Application Date	Registration Number	Registration Date
Mexico	WOODSPRING SUITES		1879359	04/18/2017		
Mexico	WOODSPRING SUITES & Design		1879361	04/18/2017		
Mexico	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF ON TOP)		1879367	04/18/2017		
Mexico	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF TO THE LEFT)		1879368	04/18/2017		
Mexico	MISCELLANEOUS DESIGN (NO PRICE, RED)		848709	04/16/2007	990292	06/27/2007
Mexico	MISCELLANEOUS DESIGN (NO PRICE, RED)		848710	04/16/2007	989502	06/25/2007
Mexico	THE VALUE PLACE		40557	04/16/2007	44252	09/27/2007
Mexico	THE VALUE PLACE		40558	04/16/2007	42541	05/31/2007
Mexico	VALUE PLACE & Design (NO PRICE RED LOGO)		975575	11/21/2008	1104444	06/09/2009
United States	IT'S SIMPLE. DONE BETTER.		86/597070	04/14/2015	4994424	07/05/2016
United States	MISCELLANEOUS DESIGN (LEAF LOGO)		87/267239	12/13/2016	5205145	05/16/2017
United States	VALUE PLACE		78/269847	07/02/2003	2893350	10/12/2004
United States	VALUE PLACE & Design (NO PRICE RED LOGO-Black outline)		77/901440	12/28/2009	3825080	07/27/2010

Country	Mark	Image	Application Number	Application Date	Registration Number	Registration Date
United States	WOODSPRING HOTELS		87/273769	12/19/2016	5209544	05/23/2017
United States	WOODSPRING HOTELS & Design (LEAF ON TOP)		87/273775	12/19/2016	5209545	05/23/2017
United States	WOODSPRING SUITES		86/597051	04/14/2015	5196113	05/02/2017
United States	WOODSPRING SUITES & Design		86/647055	06/01/2015	5196168	05/02/2017
United States	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF ON TOP)		86/599505	04/16/2015	5241955	07/11/2017
United States	WOODSPRING SUITES AN EXTENDED STAY HOTEL & Design (LEAF TO THE LEFT)		86/599499	04/16/2015	5330117	11/07/2017
United States	WOODSPRING SUITES SIGNATURE		86/597063	04/14/2015	5196114	05/02/2017
United States	WOODSPRING SUITES SIGNATURE & Design		86/647063	06/01/2015	5196169	05/02/2017
United States	WOODSPRING SUITES SIGNATURE AN EXTENDED STAY HOTEL & Design (LEAF ON TOP)		86/599510	04/16/2015	5330119	11/07/2017
United States	WOODSPRING SUITES SIGNATURE AN EXTENDED STAY HOTEL & Design (LEAF TO THE LEFT)		86/599507	04/16/2015	5330118	11/07/2017
Kansas (US State)	VALUE PLACE				16791	05/27/2004