

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM493852

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LXR Holdco, LLC		11/17/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hilton International Holding LLC		
Street Address:	7930 Jones Branch Drive, Suite 1100		
City:	McLean		
State/Country:	VIRGINIA		
Postal Code:	22102		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3284462	LXR LUXURY RESORTS & HOTELS	
Registration Number:	3421875	LXR LUXURY RESORTS & HOTELS	
Registration Number:	4170649	LXR LUXURY MARINAS	
CORRESPONDENCE DATA			
Fax Number:	4048817777		
<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>			
Phone:	404-881-7000		
Email:	kelly.branch@alston.com		
Correspondent Name:	Nadya M. Sand		
Address Line 1:	1201 West Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Nadya M. Sand		
SIGNATURE:	/Nadya M. Sand/		
DATE SIGNED:	10/15/2018		
Total Attachments: 2			
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OP \$90.00 3284462

TRADEMARK ASSIGNMENT


WHEREAS, LXR HOLDCO, LLC, a Delaware limited liability company with a business address of 501 E. Camino Real Boulevard, Boca Raton, Florida 33432 (hereinafter "Assignor") is the owner of the marks on the attached Schedule 1 (the "Marks"), which marks are subject of the registration numbers listed on Schedule 1, and the goodwill of the business associated therewith;

WHEREAS, HILTON INTERNATIONAL HOLDING LLC, a Delaware limited liability company with a business address of 7930 Jones Branch Drive, Suite 1100, McLean, Virginia 22102 (hereinafter "Assignee"), is desirous of acquiring the Marks, the registrations thereof, and the goodwill of the business associated therewith;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges, Assignor hereby assigns, transfers and conveys to Assignee, its successors, assigns, and legal representatives, all right, title and interest in and to the Marks, including all registrations and applications for registration thereof and common law rights therein, together with the goodwill of the business symbolized by the Marks and the right to sue and recover for past infringement of the Marks.

IN WITNESS WHEREOF, Assignor, by and through its duly authorized representative, has executed this Assignment, effective as of the date of last signature below.

LXR HOLDCO, LLC

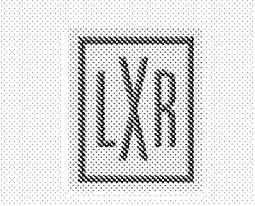


By:  _____

Name: WILLIAM J. STEIN _____

Title: MANAGING DIRECTOR / VP _____

Date: 11/17/17 _____

SCHEDULE 1

Trademark	Country	App. No.	Reg. No.	Owner
	United States	77/028,149	3,284,462	LXR Holdco, LLC
 LUXURY RESORTS & HOTELS	United States	77/234,682	3,421,875	LXR Holdco, LLC
 Luxury Marinas	United States	85/417,548	4,170,649	LXR Holdco, LLC