

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506988

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ESH Strategies Branding LLC		01/17/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	RRI Financial, Inc.		
Street Address:	7815 Walton Parkway		
City:	New Albany		
State/Country:	OHIO		
Postal Code:	43054		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2459037	HOMETOWN INN	
CORRESPONDENCE DATA			
Fax Number:	2162410816		
<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:	216-622-8200		
Email:	ipdocket@calfee.com		
Correspondent Name:	Calfee, Halter & Griswold LLP		
Address Line 1:	1405 East Sixth Street		
Address Line 2:	The Calfee Building		
Address Line 4:	Cleveland, OHIO 44114-1607		
ATTORNEY DOCKET NUMBER:	32792/04219		
NAME OF SUBMITTER:	Raymond Rundelli		
SIGNATURE:	/Raymond Rundelli/		
DATE SIGNED:	01/23/2019		
Total Attachments: 1			
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ASSIGNMENT OF SERVICE MARK

WHEREAS, ESH Strategies Branding LLC, a Delaware limited liability company with offices at 11525 N. Community House Road, Suite 100, Charlotte, North Carolina 28277 ("Assignor"), is the owner of certain rights, title and interest in and to the mark HOMETOWN INN in connection with providing temporary housing accommodation services and hotel services (the "Mark"), including but not limited to ownership of U.S. Service Mark Registration No. 2,459,037; and

WHEREAS, RRI Financial, Inc., a Nevada corporation with offices at 7815 Walton Parkway, New Albany, Ohio 43054 ("Assignee"), desires to acquire all of Assignor's rights in, and the goodwill associated with, the Mark, including without limitation, the registrations for the Mark and all common-law rights in the Mark;

NOW, THEREFORE, Assignor does hereby assign and transfer to Assignee effective as of 17 January, 2019, all of Assignor's rights, title and interest in and to: (i) the Mark; (ii) U.S. Service Mark Registration No. 2,459,037 for the Mark; (iii) all income, royalties, damages and payments now or hereafter due or payable with respect to the Mark; (iv) all rights of action arising from the Mark, including all claims for damages by reason of past, present and future infringement of the Mark and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made; and (v) any goodwill of the business symbolized by the Mark that exists as of the date indicated below.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Service Mark as of the date indicated below.

ESH STRATEGIES BRANDING LLC

By: 

Name: Christopher Delek

Title: Vice President & Secretary

Date: January 17, 2019