

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM560139

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
STR, Inc.		10/18/2019	Corporation: TENNESSEE
RECEIVING PARTY DATA			
Name:	STR, LLC		
Street Address:	735 E MAIN ST		
City:	HENDERSONVILLE		
State/Country:	TENNESSEE		
Postal Code:	37075-2754		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	3579866	STR	
Registration Number:	3684187	HOTEL NEWS NOW	
Registration Number:	5291258	WAYPOINT	
Registration Number:	5070181	BENCHMARKING YOUR WORLD	
Registration Number:	4623959	HOTEL NEWS NOW	
Registration Number:	4918171	HOTEL DATA CONFERENCE	
Registration Number:	5187698	STR	
Registration Number:	5618671	DSTAR	
Registration Number:	5597120	STR CENTRAL	
Serial Number:	88323994	FORWARD STAR	
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>			
Phone:	901-579-3128		
Email:	trademarks@bakerdonelson.com		
Correspondent Name:	Wendy Robertson		
Address Line 1:	6060 Poplar Avenue, Suite 440		
Address Line 4:	Memphis, TENNESSEE 38119		

OP \$265.00 3579866

ATTORNEY DOCKET NUMBER:	2910312-000003
NAME OF SUBMITTER:	Wendy Robertson
SIGNATURE:	/wrobertson/
DATE SIGNED:	02/03/2020

Total Attachments: 5

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Tre Hargett
Secretary of State

Division of Business Services
Department of State
State of Tennessee
312 Rosa L. Parks AVE, 6th FL
Nashville, TN 37243-1102

STR, LLC
735 E MAIN ST
HENDERSONVILLE, TN 37075-2754

October 18, 2019

Control # 208719

Effective Date: 10/18/2019

Document Receipt

Receipt # : 5069199	Filing Fee:	\$400.00
Payment-Check/MO - BAKER, DONELSON, BEARMAN, CALDWELL & BERKOWITZ		\$400.00

ACKNOWLEDGMENT OF CONVERSION

STR, Inc. converted from a **TENNESSEE For-profit Corporation** to
STR, LLC
a **TENNESSEE Limited Liability Company**

This will acknowledge the filing of the attached Articles of Conversion with an effective date as indicated above.

When corresponding with this office or submitting documents for filing, please refer to the control number given above.

You must also file this document in the office of the Register of Deeds in the county where the entity has its principal office if such principal office is in Tennessee.

Tre Hargett
Secretary of State

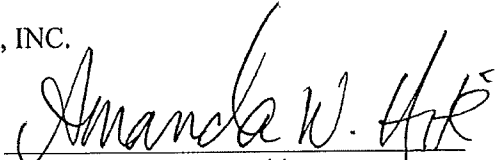
Processed By: Alex Maxfield

IN WITNESS WHEREOF, the undersigned have executed this Certificate as of the date first written above.

STR, LLC

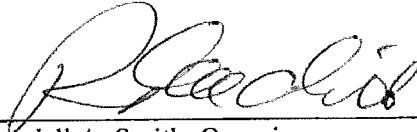
By: 
Amanda W. Hite, President

STR, INC.

By: 
Amanda W. Hite, President

Signature page to Certificate of Conversion and Articles of Conversion

IN WITNESS WHEREOF, the undersigned as executed these Articles of Organization as of the date first written above.



Randell A. Smith, Organizer

Signature page to Articles of Organization

006854-0695