

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM567896

|   |  |                       |                                      |
|---|--|-----------------------|--------------------------------------|
| <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>                   |
| GHA SERVICES SA   |  | 02/20/2020            | Société Anonyme (Sa):<br>SWITZERLAND |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                      |
| <b>Name:</b>  | GHA LOYALTY DMCC                                     |                       |                                      |
| <b>Street Address:</b>  | 2105, JBC5, plot number: JLT-PH2-W1A                 |                       |                                      |
| <b>Internal Address:</b>  | Jumeriah Lake Towers                                 |                       |                                      |
| <b>City:</b>  | Dubai  |                       |                                      |
| <b>State/Country:</b>   | UNITED ARAB EMIRATES                                 |                       |                                      |
| <b>Entity Type:</b>   | Dubai Multi Commodities Centre: UNITED ARAB EMIRATES |                       |                                      |
| <b>PROPERTY NUMBERS Total: 4</b>  |  |                       |                                      |
| <b>Property Type</b>  | <b>Number</b>  | <b>Word Mark</b>      |                                      |
| <b>Registration Number:</b>   | 3043491  | G                     |                                      |
| <b>Registration Number:</b>   | 3748679  | GLOBAL HOTEL ALLIANCE |                                      |
| <b>Registration Number:</b>   | 3708135  | G                     |                                      |
| <b>Registration Number:</b>   | 3953165  | GHA                   |                                      |
| <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> |  |                       |                                      |
| <b>Phone:</b>   | 202-857-6000   |                       |                                      |
| <b>Email:</b>   | devon.westray@arentfox.com                           |                       |                                      |
| <b>Correspondent Name:</b>  | N. Christopher Norton c/o Arent Fox LLP              |                       |                                      |
| <b>Address Line 1:</b>  | 1717 K St., NW                                       |                       |                                      |
| <b>Address Line 4:</b>  | Washington, D.C. 20006                               |                       |                                      |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 023210.00405   |                       |                                      |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                       |                                      |
| <b>Name:</b>  | N. Christopher Norton c/o Arent Fox LLP              |                       |                                      |
| <b>Address Line 1:</b>  | 1717 K St., NW                                       |                       |                                      |
| <b>Address Line 4:</b>  | Washington, D.C. 20006                               |                       |                                      |

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|   |                      |
|---|----------------------|
| <b>NAME OF SUBMITTER:</b>   | Christopher Norton   |
| <b>SIGNATURE:</b>   | /Christopher Norton/ |
| <b>DATE SIGNED:</b>   | 03/19/2020           |
| <b>Total Attachments: 2</b><br>source=United States of America DOA - GHA Services SA#page1.tif<br>source=United States of America DOA - GHA Services SA#page2.tif |                      |

**TRADEMARK ASSIGNMENT**


WHEREAS, **GHA SERVICES SA**, a Company incorporated in Switzerland, a Société Anonyme entity, having a place of business at Boulevard du Pont-d'Arve 28, 1205 Geneva, Switzerland. (hereinafter "**ASSIGNOR**"), is the owner of all right, title, and interest in, under, and to the trademarks in Schedule A (hereinafter the "Trademarks"):

WHEREAS, **GHA LOYALTY DMCC**, a Company incorporated in the Dubai Multi Commodities Centre ("DMCC") a Dubai Multi Commodities Centre entity, having a place of business at unit number 2105, JBC5, plot number: JLT-PH2-W1A, Jumeirah Lakes Towers, Dubai, United Arab Emirates, (hereinafter "**ASSIGNEE**"), is the successor in interest to the portion of **ASSIGNOR**'s business to which the mark pertains, and is desirous of acquiring said Trademarks, along with the goodwill of the business pertaining thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** does hereby assign unto the said **ASSIGNEE** all right, title and interest in, under, and to the said Trademarks and the registration therefor, together with the goodwill of the business symbolized by the Trademarks, and the right to bring suit and recover damages for past infringement of the said Trademarks. **ASSIGNOR** hereby agrees to execute any additional documents to accomplish this Assignment.


**ASSIGNOR:**

**GHA SERVICES SA**

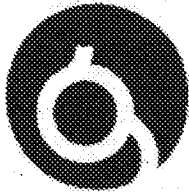
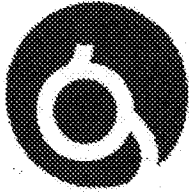
By:   
Name: CHRISTOPHER HARTLEY  
Title: DIRECTOR  
Date: 20/2/2020

**ASSIGNEE:**

**GHA LOYALTY DMCC**

By:   
Name: CHRISTOPHER HARTLEY  
Title: DIRECTOR  
Date: 20/2/2020

Schedule A

| Country | Trademark   | App. No.  | Filing date | Reg. No. | Reg. Date  | Class |
|---------|---|-----------|-------------|----------|------------|-------|
| U.S.    | GHA (word)  | 77/843223 | 07/10/2009  | 3953165  | 03/05/2011 | 35,43 |
| U.S.    |  | 76586664  | 14/04/2004  | 3043491  | 17/01/2006 | 43    |
| U.S.    | GLOBAL HOTEL ALLIANCE (word)  | 77697442  | 24/03/2009  | 3748679  | 16/02/2010 | 35,43 |
| U.S.    |  | 77697451  | 24/03/2009  | 3708135  | 10/11/2009 | 35,43 |