

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM569501

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MRG CRW Holdings, LLC		03/27/2020	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Hyatt Corporation		
Street Address:	150 North Riverside Plaza		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3760783	CRANWELL	
Registration Number:	4852690	PRESERVING THE BERKSHIRE EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	3122367516		
<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:	312-368-4000		
Email:	ch.tm@dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		
Address Line 1:	P.O. Box 64807		
Address Line 4:	Chicago, ILLINOIS 60664-0807		
ATTORNEY DOCKET NUMBER:	307866-2001		
NAME OF SUBMITTER:	Peggy L McBride		
SIGNATURE:	/PLMcBride/		
DATE SIGNED:	03/30/2020		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into effective as of March 27, 2020 (the “**Effective Date**”), by and between MRG CRW Holdings, LLC, a Delaware limited liability company, having a place of business at 150 North Riverside Plaza, Chicago, Illinois 60606 (“**Assignor**”), and Hyatt Corporation, a Delaware corporation, having a place of business at 150 North Riverside Plaza, Illinois 60606 (“**Assignee**”).

WHEREAS, Assignor is the owner of U.S. Trademark Reg. No. 3,760,783 for the mark CRANWELL and U.S. Trademark Reg. No. 4,852,690 for the mark PRESERVING THE BERKSHIRE EXPERIENCE, and the common law rights therein (the “**Marks**”);

WHEREAS, Assignee desires to acquire the entire right, title and interest in, to and under the Marks and Assignor desires to assign the same to Assignee; and

WHEREAS, this transaction is being entered into, in part, because Assignee has been managing the Miraval properties, including Miraval Berkshires (f/k/a Cranwell Resort).

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00), and other good and valuable consideration as to which the parties are contractually obligated, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Marks, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment by their proper officers thereunto duly authorized.

Assignor:

MRG CRW Holdings, LLC

By: Jerry M. O'Connor
jerry.oconnor@hyatt.com

Name: Jerry O'Connor

Title: Vice President-Tax

Assignee:

Hyatt Corporation

By: Heather Geisler
heather.geisler@hyatt.com

Name: Heather Geisler

Title: SVP, Global Brands