

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM654012

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DEUTSCHE BANK AG NEW YORK BRANCH		06/15/2021	Bank: GERMANY

RECEIVING PARTY DATA

Name:	ESH STRATEGIES BRANDING LLC
Street Address:	11525 N. Community House Road
Internal Address:	Suite 1000
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28277
Entity Type:	Limited Liability Company: NORTH CAROLINA

PROPERTY NUMBERS Total: 62

Property Type	Number	Word Mark
Registration Number:	2157712	THE AFFORDABLE WAY TO STAY. AND STAY. AN
Registration Number:	2113801	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2113800	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2157547	EXTENDED STAYAMERICA EFFICIENCY STUDIOS
Registration Number:	2021504	EXTENDED STAY AMERICA
Registration Number:	2457084	EXTENDED STAY AMERICA
Registration Number:	3496984	E EXTENDED STAY AMERICA
Registration Number:	3055797	EXTSTAY.COM
Registration Number:	2456070	ROAD WARRIORS
Registration Number:	1509652	STUDIO PLUS
Registration Number:	3067826	STUDIO PLUS
Registration Number:	2304753	STUDIOPLUS DELUXE STUDIOS
Registration Number:	4383237	STUDIOPLUS DELUXE STUDIOS
Registration Number:	2116171	STUDIOPLUS
Registration Number:	3016461	EXTENDED STAY DELUXE
Registration Number:	4104698	EXTENDED STAY DELUXE
Registration Number:	3198051	E EXTENDED STAY DELUXE
Registration Number:	2564446	HOMESTEAD STUDIO SUITES

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3095003	HOMESTEAD STUDIO SUITES HOTELS
Registration Number:	3450814	HOMESTEAD SUITES
Registration Number:	3004515	SUITE OFFERS
Registration Number:	3122763	1-800-EXTSTAY
Registration Number:	3125821	1-888-STAY-HSD
Registration Number:	3450820	EEEE
Registration Number:	3103158	E EXTENDED STAY HOTELS
Registration Number:	3560270	EEEE EXTENDED STAY DELUXE HOTEL
Registration Number:	3006021	A ROOM. A KITCHEN. A REASONABLE PRICE.
Registration Number:	3028288	YOU GO THE DISTANCE. WE DO THE SAME.
Registration Number:	2459037	HOMETOWN INN
Registration Number:	1513046	YOUR PERFECT PLACE FOR AN EXTENDED STAY
Registration Number:	1819557	HOMESTEAD VILLAGE
Registration Number:	3072952	HOMESTEAD VILLAGE
Registration Number:	2504937	HOMESTEAD GUEST STUDIOS
Registration Number:	2482936	HOMESTEAD INSTEAD
Registration Number:	2715925	HOMESTEAD EXTENDED-STAY LODGING
Registration Number:	3340696	DELUXE MORNINGS
Registration Number:	3340697	DELUXE ESSENTIALS
Registration Number:	4041378	E EXTENDED STAY HOTELS
Registration Number:	4274227	EXTENDED STAY AMERICA
Registration Number:	4274226	EXTENDED STAY AMERICA
Registration Number:	4274225	
Registration Number:	4274224	EXTENDED STAY AMERICA
Registration Number:	4274223	EXTENDED STAY AMERICA
Registration Number:	4167398	
Registration Number:	4679420	AWAY FROM HOME COOKING
Registration Number:	4581182	AWAY FROM HOME COOKING
Serial Number:	85838910	ESA-LIST
Registration Number:	4646831	
Registration Number:	4680620	
Registration Number:	4875648	EXTENDED PERKS
Registration Number:	4899352	EXTENDEDPERK\$
Registration Number:	4740652	A KITCHEN, A GREAT PRICE, THE HOTEL THAT
Serial Number:	86392963	B&B BAKER & BREWER
Registration Number:	4915460	BAKER & BREWER
Serial Number:	86679331	HOTEL KEYS OF HOPE
Registration Number:	4970543	HOTEL KEYS OF HOPE

Property Type	Number	Word Mark
Serial Number:	86795759	A STAY THAT MAKES A DIFFERENCE
Serial Number:	86650867	LEAVE A KEY HELP SAVE A LIFE
Serial Number:	86650877	NEED ANYTHING? JUST ASK.
Registration Number:	4526437	EXTENDED STAY CANADA
Registration Number:	4481862	PASSIONATELY PRACTICAL
Serial Number:	86851089	GO FURTHER

CORRESPONDENCE DATA

Fax Number: 2127352000
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.
Phone: 212-735-2811
Email: mribando@skadden.com
Correspondent Name: Skadden, Arps, Slate, Meagher & Flom LLP
Address Line 1: One Manhattan West
Address Line 2: Monique L. Ribando
Address Line 4: New York, NEW YORK 10001-8602

ATTORNEY DOCKET NUMBER:	033130/1349
NAME OF SUBMITTER:	M. Oren Epstein
SIGNATURE:	/OE/
DATE SIGNED:	06/15/2021

Total Attachments: 22
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RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest (this “Release”), dated as of June 15, 2021, is made by DEUTSCHE BANK AG NEW YORK BRANCH, in its capacity as Administrative Agent pursuant to the Credit Agreement (in such capacity, the “Administrative Agent”), in favor of ESH STRATEGIES BRANDING LLC (the “Grantor”). Capitalized terms used but not otherwise defined herein shall have the meanings ascribed to those terms in the Trademark Security Agreement (as defined below).

WHEREAS, the Grantor is a party to that certain Security Agreement, dated as of August 30, 2016 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Security Agreement”), in favor of the Administrative Agent;

WHEREAS, pursuant to the Security Agreement, the Grantor executed and delivered, in favor of the Administrative Agent a Trademark Security Agreement, dated as of August 30, 2016, which was recorded in the U.S. Patent and Trademark Office on August 30, 2016, at Reel/Frame 5867/0072 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “Trademark Security Agreement”);

WHEREAS, pursuant to the Trademark Security Agreement, the Grantor pledged and granted to the Administrative Agent for the benefit of the Secured Parties a lien on and security interest in and to (the “Security Interest”) all of its right, title, and interest in, to and under all Trademarks, including the trademark registrations and applications set forth on Schedule A hereto, all Goodwill associated with such Trademarks, and all Proceeds of any and all of the foregoing, other than Excluded Property (collectively, the “Released Collateral”); and

WHEREAS, pursuant to the terms and conditions set forth in the Security Agreement and the Trademark Security Agreement and relying upon the representations, warranties and certifications made by the Grantor, the Administrative Agent has agreed to release its Security Interest in the Released Collateral.

NOW, THEREFORE, in consideration of the foregoing premises and other good and valuable consideration, the receipt and sufficiency of which is hereby acclaimed, the Administrative Agent hereby agree with the Grantor as follows:

Section 1. Release of Security Interest. The Administrative Agent hereby, without any representation, warranty or recourse, releases and discharges its Security Interest under the Trademark Security Agreement in the Released Collateral. The Administrative Agent authorizes the recordation of this Release with the U.S. Patent and Trademark Office by the Grantor or its designee.

Section 2. Termination. The Administrative Agent, without any recourse, representation or warranty, hereby terminates and cancels the Trademark Security Agreement.

Section 3. Governing Law. This Release shall be construed in accordance with and governed by the law of the State of New York, without regard to conflicts of law principles that would require the application of the laws of another jurisdiction.

Section 4. Signatures. Delivery of an executed signature page of this Release by facsimile or electronic transmission shall be effective as delivery of a manually executed counterpart hereof.

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IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed and delivered as of the date first set forth above.

DEUTSCHE BANK AG NEW YORK BRANCH,
as Administrative Agent

By: 
Name: Yumi Okabe
Title: Vice President
Email: yumi.okabe@db.com
Tel: (212) 250-2966

By: 
Name: Philip Tancorra
Title: Vice President
Email: philip.tancorra@db.com
Tel: 212-250-6576

SCHEDULE A


TRADEMARK REGISTRATIONS AND APPLICATIONS


[Schedule A to Release of Trademark Security Interest]

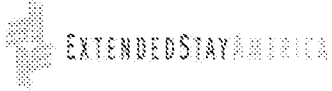
TRADEMARK
REEL: 007327 FRAME: 0239


SCHEDULE A
TRADEMARK REGISTRATIONS AND APPLICATIONS


Reel/Frame 5867/0072

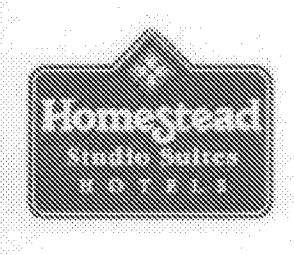

MARK	APPLICATION/REGISTRATION INFORMATION
<p>THE AFFORDABLE WAY TO STAY. AND STAY. AND STAY</p>	<p align="center"><u>U.S. Reg. No.</u> 2157712 <u>Serial No.:</u> 75204224 <u>Registered:</u> 05/12/1998 <u>Filed:</u> 11/25/1996</p> <p align="center"><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/12/2017 - 5/12/2018</p>
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS</p>	<p align="center"><u>U.S. Reg. No.</u> 2113801 <u>Serial No.:</u> 75153371 <u>Registered:</u> 11/18/1997 <u>Filed:</u> 8/20/1996</p> <p align="center"><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/18/2016 - 11/18/2017</p>
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS & Design</p> <p align="center">  </p>	<p align="center"><u>U.S. Reg. No.</u> 2113800 <u>Serial No.:</u> 75153370 <u>Registered:</u> 11/18/1997 <u>Filed:</u> 8/20/1996</p> <p align="center"><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p align="center"><u>Owner:</u> ESH Strategies Branding LLC</p> <p align="center"><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/18/2016 – 11/18/2017</p>

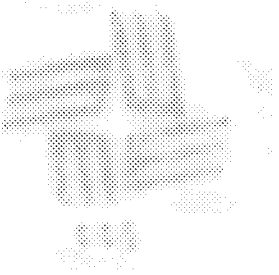
<p>EXTENDED STAY AMERICA EFFICIENCY STUDIOS & Design</p> 	<p><u>U. S. Reg. No.</u> 2157547 <u>Serial No.:</u> 75153369 <u>Registered:</u> 5/12/1998 <u>Filed:</u> 8/20/1996</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/12/2017 - 5/12/2018</p>
<p>EXTENDED STAY AMERICA</p>	<p><u>U.S. Reg. No.</u> 2021504 (Supplemental Register) <u>Serial No.:</u> 74677537 <u>Registered:</u> 12/03/1996 <u>Filed:</u> 5/16/1995</p> <p><u>Class 42:</u> Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/3/2015 -12/3/2016</p>
<p>EXTENDED STAY AMERICA</p>	<p><u>U.S. Reg. No.</u> 2457084 (Principal Register) <u>Serial No.:</u> 75932228 <u>Registered:</u> 6/05/2001 <u>Filed:</u> 3/1/2000</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 6/5/2020 - 6/5/2021</p>
<p>EXTENDED STAY AMERICA & Design</p>	<p><u>U.S. Reg. No.</u> 3496984 <u>Serial No.:</u> 78496405 <u>Registered:</u> 9/2/2008 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u></p>



	<p>Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 9/2/2017 – 9/2/2018</p>
<p>EXTSTAY.COM</p>	<p><u>U.S. Reg. No.:</u> 3055797 <u>Serial No.:</u> 76268139 <u>Registered:</u> 1/31/2006 <u>Filed:</u> 6/7/2001</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services; providing information in the field of temporary housing and hotels via a global computer network; and reservation services for temporary housing and hotels.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/31/2015 - 1/31/2016</p>
<p>ROAD WARRIORS</p>	<p><u>U.S. Reg. No.:</u> 2456070 <u>Serial No.:</u> 75673896 <u>Registered:</u> 5/29/2001 <u>Filed:</u> 04/05/1999</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/29/2020 - 5/29/2021</p>
<p>STUDIO PLUS</p>	<p><u>U.S. Reg. No.:</u> 1509652 <u>Serial No.:</u> 73710836 <u>Registered:</u> 10/18/1988 <u>Filed:</u> 2/12/1988</p> <p><u>Class 42:</u> Short term rental of small furnished apartments.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

	<p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/18/2017 - 10/18/2018</p>
STUDIO PLUS	<p><u>U.S. Reg. No.:</u> 3067826 <u>Serial No.:</u> 78555208 <u>Registered:</u> 3/14/2006 <u>Filed:</u> 1/27/2005</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 3/14/2015 - 3/14/2016</p>
STUDIOPLUS DELUXE STUDIOS	<p><u>U.S. Reg. No.:</u> 2304753 <u>Serial No.:</u> 75432904 <u>Registered:</u> 12/28/1999 <u>Filed:</u> 2/12/1998</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/28/2018 - 12/28/2019</p>
STUDIOPLUS DELUXE STUDIOS & Design 	<p><u>U.S. Reg. No.:</u> 4383237 <u>Serial No.:</u> 85787836 <u>Registered:</u> 8/13/2013 <u>Filed:</u> 11/27/2012</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next Deadline:</u> Sec. 8 & 15 due: 8/13/2018 - 8/13/2019</p>
STUDIOPLUS (Stylized)	<p><u>U.S. Reg. No.:</u> 2116171 <u>Serial No.:</u> 75204429 <u>Registered:</u> 11/25/1997 <u>Filed:</u> 11/26/1996</p> <p><u>Class 42:</u></p>


<p>StudioPLUS</p>	<p>Services of rental of furnished hotel rooms.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/25/2016 - 11/25/2017</p>
<p>EXTENDED STAY DELUXE</p>	<p><u>U.S. Reg. No.:</u> 3016461 (Supplemental Register) <u>Serial No.:</u> 78484532 <u>Registered:</u> 11/15/2005 <u>Filed:</u> 9/16/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/15/2024 – 11/15/2025</p>
<p>EXTENDED STAY DELUXE</p>	<p><u>U.S. Reg. No.:</u> 4104698 <u>Serial No.:</u> 85321130 <u>Registered:</u> 2/28/2012 <u>Filed:</u> 5/14/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary accommodation.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 due: 2/28/2017 -2/28/2018 Sec. 8 & 9 renewal due: 2/28/2021 - 2/28/2022</p>
<p>EXTENDED STAY DELUXE & Design</p> 	<p><u>U.S. Reg. No.:</u> 3198051 <u>Serial No.:</u> 78496376 <u>Registered:</u> 1/16/2007 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/16/2016 - 1/16/2017</p>



<p>HOMESTEAD STUDIO SUITES</p>	<p><u>U.S. Reg. No.:</u> 2564446 <u>Serial No.:</u> 76047353 <u>Registered:</u> 4/23/2002 <u>Filed:</u> 5/12/2000</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 4/23/2021 - 4/23/2022</p>
<p>HOMESTEAD STUDIO SUITES HOTELS & Design</p> 	<p><u>U.S. Reg. No.:</u> 3095003 <u>Serial No.:</u> 78475869 <u>Registered:</u> 5/23/2006 <u>Filed:</u> 8/30/2004</p> <p><u>Class 43:</u> Providing temporary accommodations, motel and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 5/23/2015 – 5/23/2016</p>
<p>HOMESTEAD SUITES & Design</p>  <p>HOMESTEAD SUITES</p>	<p><u>U.S. Reg. No.:</u> 3450814 <u>Serial No.:</u> 78487214 <u>Registered:</u> 6/17/2008 <u>Filed:</u> 9/21/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/17/2017 - 6/17/2018</p>
<p>SUITE OFFERS</p>	<p><u>U.S. Reg. No.:</u> 3004515 <u>Serial No.:</u> 78518737 <u>Registered:</u> 10/4/2005 <u>Filed:</u> 11/17/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodations services and hotel services.</p>


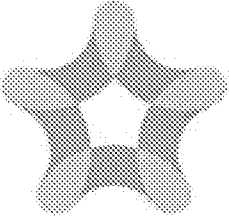

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/4/2024 – 10/4/2025</p>
1-800-EXTSTAY	<p><u>U.S. Reg. No.:</u> 3122763 <u>Serial No.:</u> 78519073 <u>Registered:</u> 8/1/2006 <u>Filed:</u> 11/18/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/1/2015 – 8/1/2016</p>
1-888-STAY-HSD	<p><u>U.S. Reg. No.:</u> 3125821 <u>Serial No.:</u> 78519087 <u>Registered:</u> 8/8/2006 <u>Filed:</u> 11/18/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/8/2015-8/8/2016</p>
<p>EEEE Design</p> 	<p><u>U.S. Reg. No.:</u> 3450820 <u>Serial No.:</u> 78496525 <u>Registered:</u> 6/17/2008 <u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/17/2017 - 6/17/2018</p>
EXTENDED STAY HOTELS & Design	<p><u>U.S. Reg. No.:</u> 3103158 <u>Serial No.:</u> 78496481 <u>Registered:</u> 6/13/2006</p>


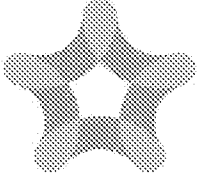
	<p><u>Filed:</u> 10/7/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec 8 & 9 renewal due: 6/13/2015 – 6/13/2016</p>
<p>EXTENDED STAY DELUXE HOTEL & Design</p> 	<p><u>U.S. Reg. No.:</u> 3560270 <u>Serial No.:</u> 77474721 <u>Registered:</u> 1/13/2009 <u>Filed:</u> 5/15/2008</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 1/13/2018 - 1/13/2019</p>
<p>A ROOM. A KITCHEN. A REASONABLE PRICE.</p>	<p><u>U.S. Reg. No.:</u> 3006021 <u>Serial No.:</u> 78500004 <u>Registered:</u> 10/11/2005 <u>Filed:</u> 10/14/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 10/11/2024 - 10/11/2025</p>
<p>YOU GO THE DISTANCE. WE DO THE SAME.</p>	<p><u>U.S. Reg. No.:</u> 3028288 <u>Serial No.:</u> 78499798 <u>Registered:</u> 12/13/2005 <u>Filed:</u> 10/14/2004</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

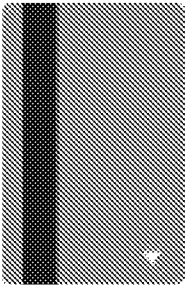
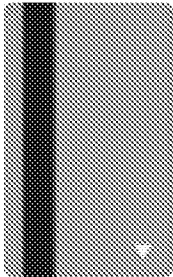
	<p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 12/13/2024 - 12/13/2025</p>
HOMETOWN INN	<p><u>U.S. Reg. No.:</u> 2459037 <u>Serial No.:</u> 75668306 <u>Registered:</u> 6/12/2001 <u>Filed:</u> 3/25/1999</p> <p><u>Class 42:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 6/12/2020 – 6/12/2021</p>
YOUR PERFECT PLACE FOR AN EXTENDED STAY	<p><u>U.S. Reg. No.:</u> 1513046 <u>Serial No.:</u> 73714818 <u>Registered:</u> 11/15/1988 (20 year renewal term b/c registered before 11/16/89) <u>Filed:</u> 3/4/1988</p> <p><u>Class 36:</u> Short term rental of small furnished apartments.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/15/2017 - 11/15/2018</p>
HOMESTEAD VILLAGE	<p><u>U.S. Reg. No.:</u> 1819557 <u>Serial No.:</u> 74226559 <u>Registered:</u> 02/01/1994 <u>Filed:</u> 12/02/1991</p> <p><u>Class 42:</u> Hotel/motel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 2/1/2023 - 2/1/2024</p>
HOMESTEAD VILLAGE & Design	<p><u>U.S. Reg. No.:</u> 3072952 <u>Serial No.:</u> 78489484 <u>Registered:</u> 3/28/2006 <u>Filed:</u> 9/24/2004</p> <p><u>Class 43:</u></p>


 <p>HomeStead Village</p>	<p>Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 3/28/2025 - 3/28/2026</p>
<p>HOMESTEAD GUEST STUDIOS®</p>	<p><u>U.S. Reg. No.:</u> 2504937 <u>Serial No.:</u> 75515321 <u>Registered:</u> 11/6/2001 <u>Filed:</u> 7/8/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/6/2020 - 11/6/2021</p>
<p>HOMESTEAD INSTEAD</p>	<p><u>U.S. Reg. No.:</u> 2482936 <u>Serial No.:</u> 75578720 <u>Registered:</u> 8/28/2001 <u>Filed:</u> 10/28/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 8/28/2020 - 8/28/2021</p>
<p>HOMESTEAD EXTENDED STAY LODGING</p>	<p><u>U.S. Reg. No.:</u> 2715925 <u>Serial No.:</u> 75515320 <u>Registered:</u> 5/13/2003 <u>Filed:</u> 7/8/1998</p> <p><u>Class 42:</u> Extended stay lodging services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 5/13/2022 - 5/13/2023</p>
<p>DELUXE MORNINGS</p>	<p><u>U.S. Reg. No.:</u> 3340696 <u>Serial No.:</u> 77029962</p>

	<p><u>Registered:</u> 11/20/2007 <u>Filed:</u> 10/26/2006</p> <p><u>Class 43:</u> Hotel restaurant services; hotel amenities services, namely, providing breakfast services to customers.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/20/2016 - 11/20/2017</p>
<p>DELUXE ESSENTIALS</p>	<p><u>U.S. Reg. No.:</u> 3340697 <u>Serial No.:</u> 77029970 <u>Registered:</u> 11/20/2007 <u>Filed:</u> 10/26/2006</p> <p><u>Classes 43 and 45:</u> Hotel services; Complimentary hotel concierge services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 9 renewal due: 11/20/2016 - 11/20/2017</p>
<p>EXTENDED STAY HOTELS & Design</p> 	<p><u>U.S. Reg. No.:</u> 4041378 <u>Serial No.:</u> 85260560 <u>Registered:</u> 10/18/2011 <u>Filed:</u> 3/8/2011</p> <p><u>Class 43:</u> Providing temporary housing accommodation services and hotel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 Affidavits due: 10/18/2016 - 10/18/2017</p>
<p>EXTENDED STAY AMERICA (Stylized)</p> 	<p><u>U.S. Reg. No.:</u> 4274227 <u>Serial No.:</u> 85462184 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p>

	<p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 - 1/15/2019</p>
<p>EXTENDED STAY AMERICA & Design</p> 	<p><u>U.S. Reg. No.:</u> 4274226 <u>Serial No.:</u> 85462178 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 - 1/15/2019</p>
<p>Star Design (Color)</p> 	<p><u>U.S. Reg. No.:</u> 4274225 <u>Serial No.:</u> 85462171 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8& 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>EXTENDED STAY AMERICA (Stylized)</p> 	<p><u>U.S. Reg. No.:</u> 4274224 <u>Serial No.:</u> 85462167 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8& 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>EXTENDED STAY AMERICA & Design</p>	<p><u>U.S. Reg. No.:</u> 4274223 <u>Serial No.:</u> 85462158 <u>Registered:</u> 1/15/2013 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p>

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/15/2018 – 1/15/2019</p>
<p>Star Design (B&W)</p> 	<p><u>U.S. Reg. No.:</u> 4167398 <u>Serial No.:</u> 85462138 <u>Registered:</u> 7/3/2012 <u>Filed:</u> 11/2/2011</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 7/3/2017 -7/3/2018</p>
<p>AWAY FROM HOME COOKING</p>	<p><u>U.S. Reg. No.:</u> 4679420 <u>Serial No.:</u> 85901119 <u>Registered:</u> 1/27/2015 <u>Filed:</u> 4/11/2013</p> <p><u>Class 16:</u> Cook Books</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 1/27/2020 – 1/27/2021</p>
<p>AWAY FROM HOME COOKING</p>	<p><u>U.S. Reg. No.:</u> 4581182 <u>Serial No.:</u> 85901122 <u>Registered:</u> 8/5/2014 <u>Filed:</u> 4/11/2013</p> <p><u>Class 43:</u> Hotel services, namely providing hotel accommodations with kitchen facilities; providing temporary housing accommodations with kitchen facilities</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 8/5/2019 – 8/5/2020</p>
<p>ESA-LIST</p>	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 85838910 <u>Registered:</u> ---- <u>Filed:</u> 2/1/2013</p>

	<p style="text-align: center;"><u>Classes 35, 41 and 43:</u> Consumer loyalty programs to promote hotel and temporary accommodation services; Providing recognition and incentives by way of awards to demonstrate excellence in the field of hotels and temporary accommodations; Hotel services featuring an incentive award program.</p> <p style="text-align: center;"><u>Owner:</u> ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> Statement of Use accepted 8/16/2016; registration will issue in due course</p>
<p>Card Design (B&W)</p> 	<p style="text-align: center;"><u>U.S. Reg. No.:</u> 4646831 <u>Serial No.:</u> 86114039 <u>Registered:</u> 11/25/2014 <u>Filed:</u> 11/8/2013</p> <p style="text-align: center;"><u>Class 43:</u> Hotel services, Providing temporary housing accommodations</p> <p style="text-align: center;"><u>Owner:</u> ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 11/25/2019 – 11/25/2020</p>
<p>Card Design (Color)</p> 	<p style="text-align: center;"><u>U.S. Reg. No.:</u> 4680620 <u>Serial No.:</u> 86114040 <u>Registered:</u> 2/3/2015 <u>Filed:</u> 11/8/2013</p> <p style="text-align: center;"><u>Class 43:</u> Hotel services; Providing temporary housing accommodations</p> <p style="text-align: center;"><u>Owner:</u> ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/3/2020 – 2/3/2021</p>
<p>EXTENDED PERKS</p>	<p style="text-align: center;"><u>U.S. Reg. No.:</u> 4875648 <u>Serial No.:</u> 86442547 <u>Registered:</u> 12/22/2015 <u>Filed:</u> 11/3/2014</p> <p style="text-align: center;"><u>Classes 35& 43:</u> Arranging and conducting incentive hotel rewards program to promote the sale of hotel services; Hotel services</p>

	<p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 12/22/2020 – 12/22/2021</p>
EXTENDED PERKS	<p><u>U.S. Reg. No.:</u> 4899352 <u>Serial No.:</u> 86443793 <u>Registered:</u> 2/9/2016 <u>Filed:</u> 11/4/2014</p> <p><u>Classes 35 and 43:</u> Arranging and conducting incentive hotel rewards program to promote the sale of hotel services; Hotel services</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/9/2025 – 2/9/2026</p>
A KITCHEN, A GREAT PRICE, THE HOTEL THAT'S JUST RIGHT	<p><u>U.S. Reg. No.:</u> 4740652 <u>Serial No.:</u> 86273272 <u>Registered:</u> 5/19/2015 <u>Filed:</u> 9/30/2014</p> <p><u>Class 43:</u> Hotel services; providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 5/19/2020 – 5/19/2021</p>
B&B BAKER & BREWER & Design 	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86392963 <u>Registered:</u> ---- <u>Filed:</u> 9/12/2014</p> <p><u>Class 30:</u> Bakery goods; Coffee and tea</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
BAKER & BREWER	<p><u>U.S. Reg. No.:</u> 4915460 <u>Serial No.:</u> 86392967 <u>Registered:</u> 3/8/2016 <u>Filed:</u> 9/12/2014</p>

	<p><u>Class 30:</u> Bakery goods; Coffee and tea</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> March 8, 2021 and March 8, 2022</p>
HOTEL KEYS OF HOPE	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86679331 <u>Registered:</u> ---- <u>Filed:</u> 6/30/2015</p> <p><u>Class 36:</u> Charitable services, namely, providing hotel rooms free of charge for patients and their families</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
HOTEL KEYS OF HOPE	<p><u>U.S. Reg. No.:</u> 4970543 <u>Serial No.:</u> 86678470 <u>Registered:</u> 5/31/2016 <u>Filed:</u> 6/30/2015</p> <p><u>Class 43:</u> Hotel services</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> May 31, 2025 and May 31, 2016</p>
A STAY THAT MAKES A DIFFERENCE	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86795759 <u>Registered:</u> ---- <u>Filed:</u> 10/22/2015</p> <p><u>Class 43:</u> Charitable services, namely, providing hotel room accommodation free of charge for medical patients and their families</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
LEAVE A KEY. HELP SAVE A	<p><u>U.S. Reg. No.:</u> ----</p>

LIFE.	<p><u>Serial No.:</u> 86650867 <u>Registered:</u> --- <u>Filed:</u> 6/3/2015</p> <p><u>Class 43:</u> Charitable services</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
NEED ANYTHING? JUST ASK.	<p><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86650877 <u>Registered:</u> ---- <u>Filed:</u> 6/3/2015</p> <p><u>Classes 35 and 43:</u> Customer service, namely, responding to the customer inquiries for others in the field of requests made by hotel guests; Providing temporary housing accommodations; hotel services, motel services.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> ----</p>
EXTENDED STAY CANADA	<p><u>U.S. Reg. No.:</u> 4526437 <u>Serial No.:</u> 85701277 <u>Registered:</u> 5/6/2014 <u>Filed:</u> 8/11/2012</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u> ESH Strategies Branding LLC</p> <p><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 5/6/2019 – 5/6/2020</p>
PASSIONATELY PRACTICAL	<p><u>U.S. Reg. No.:</u> 4481862 <u>Serial No.:</u> 85660226 <u>Registered:</u> 2/11/2014 <u>Filed:</u> 6/25/2012</p> <p><u>Class 43:</u> Hotel services; Providing temporary housing accommodations.</p> <p><u>Owner:</u></p>

	<p style="text-align: center;">ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> Sec. 8 & 15 affidavits due: 2/11/2019 – 2/11/2020</p>
<p style="text-align: center;">GO FURTHER</p>	<p style="text-align: center;"><u>U.S. Reg. No.:</u> ---- <u>Serial No.:</u> 86851089 <u>Registered:</u> ---- <u>Filed:</u> 12/16/2015</p> <p style="text-align: center;"><u>Class 43:</u> Hotel services</p> <p style="text-align: center;"><u>Owner:</u> ESH Strategies Branding LLC</p> <p style="text-align: center;"><u>Next deadline:</u> ----</p>