

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM665177

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Hotel Register Company		08/03/2021	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Consolidated Hospitality Supplies, LLC		
Street Address:	1730 Pennsylvania Avenue, NW		
Internal Address:	Suite 525		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20006		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	87548974	PREP YOUR PLACE	
Serial Number:	87548967	ABUNDLE	
Serial Number:	87549018	B	
Serial Number:	78360398	AMERICAN FUNERAL SUPPLY CO.	
Serial Number:	75157649	AMERICAN HEALTHCARE SUPPLY	
Serial Number:	78495667	AMERICAN HOTEL REGISTER COMPANY	
Serial Number:	76479440	AMERICAN HOTEL REGISTER COMPANY	
Serial Number:	86209617	CALMING TIDES	
Serial Number:	86209602	DESERT ESCAPES	
Registration Number:	4760778	ENVERDE	
Serial Number:	75401637	MARBELLA	
Serial Number:	75896350	REGISTRY	
Serial Number:	75429315	REGISTRY	
Serial Number:	85831465	REGISTRY	
Serial Number:	75217210	VIRGINIA'S GARDEN	
Serial Number:	75218115	WILLOW & SHERMER	
CORRESPONDENCE DATA			
TRADEMARK			

Fax Number: 3124568435

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: 3124568400

Email: chiipmail@gtlaw.com

Correspondent Name: Greenberg Traurig, LLP

Address Line 1: 77 West Wacker Drive

Address Line 2: Suite 3100

Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	Howard E. Silverman
SIGNATURE:	/Howard E. Silverman/
DATE SIGNED:	08/05/2021

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (“**Trademark Assignment**”), effective as of August 3, 2021, is made by American Hotel Register Company, an Illinois corporation (“**Assignor**”) in favor of Consolidated Hospitality Supplies, LLC (“**Assignee**”). Assignor and Assignee are the “**Parties**” to this Trademark Assignment.

WHEREAS, Assignor and Assignee are parties to that certain Private Sale Agreement, dated as of the date hereof (the “**Purchase Agreement**”), whereby the Assignor has agreed to assign to Assignee, and Assignee has agreed to acquire from Assignor, all of Assignor’s right, title, and interest in and to the trademarks, including common law trademark rights, as set forth on Schedule 1 attached hereto (the “**Assigned Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; and

WHEREAS, all capitalized terms used herein which are not otherwise defined shall have the meaning given to such terms in the Purchase Agreement.

NOW THEREFORE, the Parties agree as follows:

1. Trademark Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor’s right, title, and interest in and to (a) the Assigned Trademarks, all common law rights thereto, and all issuances, extensions, and renewals thereof, together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks, free and clear of any Encumbrances (as defined herein); (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; and (c) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages. The Assigned Trademarks shall include registrations of the listed trademark names in any other jurisdictions in which such trademark names are registered in addition to those listed on Schedule 1.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and any equivalent governmental authorities located in foreign countries to record and register this Trademark Assignment. Following the date hereof, Assignee shall take such steps and actions as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee before the United States Patent and Trademark Office and any equivalent governmental authorities located in foreign countries.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the Parties hereto and their respective successors and assigns.

4. Attorney Designee. Assignor hereby grants to the designated attorneys of Assignee, the authority and power to insert on this instrument, any further identification which may be necessary or desirable for purposes of recordation by the United States Patent and Trademark Office or the Trademark Office of any other country throughout the world.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment, to be effective as of the date first written above.

ASSIGNOR:

AMERICAN HOTEL REGISTER COMPANY

By: [Signature]

Name: Robert W. Baker

Title: General Counsel and Recording Secretary

STATE OF Illinois)
) ss.
COUNTY OF Lake)

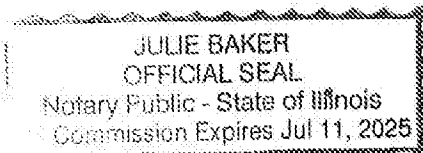
On Aug 3, 2021, before me, Julie Baker, a Notary Public, personally appeared Robert Baker, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of Illinois that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature]
Notary Public

(Seal)



[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment, to be effective as of the date first written above.

ASSIGNEE:

CONSOLIDATED HOSPITALITY SUPPLIES, LLC

By: [Signature]

Name: Douglas P. McCormick

Title: Chairman

STATE OF District of Columbia

COUNTY OF Washington DC

On August 2, 2021, 2021, before me, Peggy Espejo, a Notary Public, personally appeared Douglas P. McCormick who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

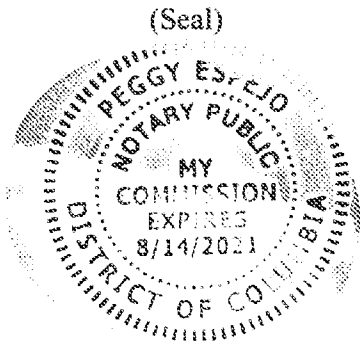
I certify under PENALTY OF PERJURY under the laws of the State of Washington DC that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

[Signature]
Notary Public



District of Columbia: SS
Subscribed and Sworn to before me
this 2 day of August, 2021
[Signature]
Notary Public, D.C.
My commission expires 8/14/21

[Signature Page to Trademark Assignment]



Schedule 1

Assigned Trademarks

Trademark Name/Symbol	Country	Status	Application Number	Filing Date	Registration Number	Registration Date
PREP YOUR PLACE	US	8 & 15 due April 24, 2024	87548974	July 31, 2017	5451292	April 24, 2018
ABUNDLE	US	8 & 15 due April 24, 2024	87548967	July 31, 2017	5451291	April 24, 2018
B 	US	8 & 15 due April 24, 2024	87549018	July 31, 2017	5451293	April 24, 2018
AMERICAN FUNERAL SUPPLY CO. and Design 	US	Renewal due July 25, 2026	78360398	N/A	3121518	July 25, 2026
AMERICAN HEALTH CARE SUPPLY and Design 	US	Renewal filed September 8, 2017	75157649	N/A	2094972	September 9, 1997
AMERICAN HOTEL REGISTER COMPANY	US	Renewal due December 13, 2025	78495667	N/A	3028119	December 13, 2005
AMERICAN HOTEL REGISTER COMPANY and Design 	US	Renewal due July 13, 2024	76479440	N/A	2862118	July 13, 2004
CALMING TIDES	US	8 & 15 due December 23, 2020	86209617	N/A	4661047	December 23, 2014

Trademark Name/Symbol	Country	Status	Application Number	Filing Date	Registration Number	Registration Date
DESERT ESCAPES	US	8 & 15 due December 23, 2020	86209602	N/A	4661046	December 23, 2014
ENVERDE	US	8 & 15 due June 23, 2021	8593876	N/A	4760778	June 23, 2015
MARBELLA	US	Per Danielle Kastner's email of January 25, 2018, do not renew mark. Renewal due July 20, 2019	75401637	N/A	2262382	July 20, 1999
REGISTRY	US	Renewal due August 20, 2022	75896350	N/A	2610276	August 20, 2002
REGISTRY	US	Renewal due January 11, 2020	75429315	N/A	2307885	January 11, 2000
REGISTRY (Stylized) <i>Registry</i>	US	8 & 15 due July 12, 2022	85831465	N/A	4995649	July 12, 2016
VIRGINIA'S GARDEN	US	Per Danielle Kastner's email of January 25, 2018, do not renew mark. Renewal due July 7, 2018	75217210	N/A	2171917	July 7, 1998

Trademark Name/Symbol	Country	Status	Application Number	Filing Date	Registration Number	Registration Date
WILLOW & SHERMER	US	Per Danielle Kastner's email of January 25, 2018, do not renew mark. Renewal due July 14, 2018	75218115	N/A	2173858	July 14, 1998

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