

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM691572

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF GRANT OF SECURITY INTEREST IN TRADEMARKS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HOTEL EQUITIES GROUP, LLC		11/30/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	WOODFOREST NATIONAL BANK, as Lender		
Street Address:	P.O. Box 7889		
City:	The Woodlands		
State/Country:	TEXAS		
Postal Code:	77387		
Entity Type:	National Banking Association: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4872771	HOTEL EQUITIES	
Registration Number:	4232580	EXCELLENCE IN HOSPITALITY	
Registration Number:	3494115	HOTEL EQUITIES	
Serial Number:	90419693	HE HOTEL EQUITIES EXCELLENCE IN HOSPITAL	
CORRESPONDENCE DATA			
Fax Number:	7043311159		
<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:	7043311000		
Email:	PTO_TMconfirmation@mvalaw.com, maryelizabethzaldivar@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street		
Address Line 2:	Suite 4700, ATTN: IP DEPARTMENT		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	033725.000008		
NAME OF SUBMITTER:	John Slaughter		
SIGNATURE:	/john slaughter/		
DATE SIGNED:	12/01/2021		

OP \$115.00 4872771

Total Attachments: 4

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NOTICE OF GRANT OF SECURITY INTEREST
IN TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

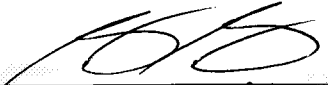
Please be advised that, pursuant to the Pledge and Security Agreement, dated as of November 30, 2021 (as the same may be amended, modified, extended or restated from time to time, the "Agreement"), by and among the Obligors party thereto (each, an "Obligor", and collectively, the "Obligors") and Woodforest National Bank (the "Lender"), the undersigned Obligor has granted a continuing security interest in, and a right to set off against, any and all right, title and interest of such Obligor in and to the trademarks and trademark applications set forth on Schedule 1 hereto to the Lender.

The undersigned Obligor and the Lender hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications: (i) may only be terminated in accordance with the terms of the Agreement; and (ii) is not to be construed as an assignment of any trademark or trademark application.

[Signature Page Follows]

Very truly yours,

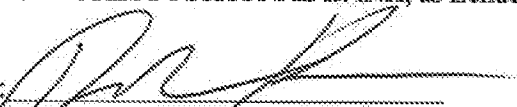
HOTEL EQUITIES GROUP, LLC,
a Delaware limited liability company

By:  (SEAL)
Name: Brent F. CEO
Title: President

4800 North Point Pkwy, Suite 250
Alpharetta, GA 30022

Acknowledged and Accepted:

WOODFOREST NATIONAL BANK, as Lender

By: 

Name: Robert Hoak

Title: Senior Vice President

P.O. Box 7889

The Woodlands, TX 77387

TRADEMARK NOTICE
HOTEL EQUITIES GROUP, LLC

TRADEMARK

RECORDED: 12/01/2021

REEL: 007513 FRAME: 0316