

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM766278

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Radisson Hospitality Belgium BV/SRL		08/11/2022	Private Limited Liability Company: BELGIUM
RECEIVING PARTY DATA			
Name:	Choice Hotels International, Inc.		
Street Address:	1 Choice Hotels Circle		
City:	Rockville		
State/Country:	MARYLAND		
Postal Code:	20850		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	97079780	RADISSON COUNTRY INN & SUITES	
Serial Number:	97079772	RADISSON INN & SUITES	
Serial Number:	97118613	RADISSON INN & SUITES	
CORRESPONDENCE DATA			
Fax Number:	6126324444		
<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:	6126323449		
Email:	trademark@lathropgpm.com,ashley.bennettewald@lathropgpm.com,tiffany.oxen		
Correspondent Name:	Ashley Bennett Ewald, LATHROP GPM LLP		
Address Line 1:	500 IDS Center, 80 South 8th Street		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Ashley Bennett Ewald		
SIGNATURE:	/Ashley Bennett Ewald/		
DATE SIGNED:	11/07/2022		
Total Attachments: 3			
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OP \$90.00 97079780 ©

TRADEMARK ASSIGNMENT (ITU)

This **TRADEMARK ASSIGNMENT** (this "Assignment"), dated as of August 11, 2022, is entered into between RADISSON HOSPITALITY BELGIUM BV/SRL, a Belgium private limited liability company with its principal place of business at Avenue du Bourget 44, B-1130 Brussels, Belgium ("Assignor"), and CHOICE HOTELS INTERNATIONAL, INC., a Delaware corporation with its principal place of business at 1 Choice Hotels Circle, Rockville, MD 20850 United States of America ("Assignee").

Recitals

- A. Assignor is the owner of or applicant for the trademarks and service marks listed on **Schedule A** (the "Marks"). Assignor owns and has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for U.S. federal registration.
- B. Assignor assigned the Marks to Assignee pursuant to the Radisson Trademark Assignment Agreement between Assignor and Assignee dated August 11, 2022 (the "Trademark Assignment"), and the parties are executing this short form agreement for recordation with the appropriate governmental authorities. Assignee is acquiring the business of the Assignor in connection with which Assignor has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for federal registration.

Assignment

In consideration of the above recitals and the promises set forth in this Assignment, the parties agree as follows:

Assignor transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Marks, together with all associated good will and all related rights, with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark and all registrations and applications for registration of the Marks in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured, and including all rights of Assignor to sue and recover for any past, present or future infringement, dilution, damage or injury of the Marks and collect profits or damages with respect to the same. The provisions of this Assignment inure to the benefit of Assignee, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

The parties have executed this Assignment as of the date first written above.

Assignor: **RADISSON HOSPITALITY
BELGIUM BV/SRL**

Assignee: **CHOICE HOTELS
INTERNATIONAL, INC.**

By: 
Name: Eva-Maria Erauw
Title: Director

By: _____
Name: Jeff Lobb
Title: Deputy General Counsel and Assistant Secretary

TRADEMARK ASSIGNMENT (ITU)

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Recitals

- A. Assignor is the owner of or applicant for the trademarks and service marks listed on Schedule A (the "Marks"). Assignor owns and has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for U.S. federal registration.
- B. Assignor assigned the Marks to Assignee pursuant to the Radisson Trademark Assignment Agreement between Assignor and Assignee dated August 11, 2022 (the "Trademark Assignment"), and the parties are executing this short form agreement for recordation with the appropriate governmental authorities. Assignee is acquiring the business of the Assignor in connection with which Assignor has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for federal registration.

Assignment

In consideration of the above recitals and the promises set forth in this Assignment, the parties agree as follows:

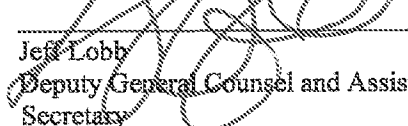
Assignor transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Marks, together with all associated good will and all related rights, with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark and all registrations and applications for registration of the Marks in the United States and any foreign countries, including any renewals and extensions of any registration that is or may be secured, and including all rights of Assignor to sue and recover for any past, present or future infringement, dilution, damage or injury of the Marks and collect profits or damages with respect to the same. The provisions of this Assignment inure to the benefit of Assignee, its successors, assigns and other legal representatives, and are binding upon Assignor, its successors, assigns and other legal representatives.

The parties have executed this Assignment as of the date first written above.

Assignor: RADISSON HOSPITALITY
BELGIUM BV/SRL

By: _____
Name: Eva-Maria Erauw
Title: Director

Assignee: CHOICE HOTELS
INTERNATIONAL, INC.

By: 
Name: Jeff Lobb
Title: Deputy General Counsel and Assistant
Secretary

Schedule A

MARK	COUNTRY	APP. NO.	DATE FILED
RADISSON COUNTRY INN & SUITES	United States of America	97079780	Oct 18, 2021
RADISSON INN & SUITES	United States of America	97079772	Oct 18, 2021
RADISSON INN & SUITES (Stylized)	United States of America	97118613	Nov 10, 2021

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