

02-19-2002



Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings

101985884  
**TRADEMARKS ONLY**

EET U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 2.18.02  
**Hilton Hotels Corporation**  
**Delaware**  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State  
 Other  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Hilton Hospitality, Inc.  
Internal  
Address: FAO: Trademark Admin-Legal  
Street Address: 9336 Civic Center Drive  
City: Beverly Hills State: CA Zip 90210  
 Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Nevada  
 Other  
If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other  
Execution Date: 18 February 2002

4. Application number(s) or registration number(s):  
A. Trademark Application No. (s)  
B. Trademark Registration No. (s)  
1375213  
Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Barbara Arnold  
Internal Address: Trademark Admin-Legal  
Hilton Hospitality, Inc.  
Street Address: 9336 Civic Center Drive  
City: Beverly Hills State: CA Zip: 90210

6. Total number of applications and registrations involved: 1  
7. Total fee (37 CFR 3.41).....\$ 40  
 Enclosed  
 Authorized to be charged to deposit account  
8. Deposit account number:  
501043  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*  
Barbara Arnold Barbara Arnold 18 February 2002  
Name of Person Signing Signature Date  
Total number of pages (including cover sheet, attachments, and document): 4

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

## ASSIGNMENT OF TRADEMARKS

WHEREAS, HILTON HOTELS CORPORATION, a corporation duly organized and existing under the laws of the state of Delaware, currently having a principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90210, is the owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, HILTON HOTELS CORPORATION is the owner of the registration relating to said mark in the United States Patent and Trademark Office, whose registration number and registration date is set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
MAMCHEN'S DELI-TAVERN (Block)	1375213	17 Dec. 1984

WHEREAS, HILTON HOSPITALITY, INC., a corporation duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90210, is desirous of acquiring all of the right, title and interest in and to said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, HILTON HOTELS CORPORATION does hereby transfer and assign to HILTON HOSPITALITY, INC., a Nevada

corporation, all of its right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and all causes of action for the infringement of such mark, and the registration hereinabove listed.

Dated: February 18, 2002

Assignor:

HILTON HOTELS CORPORATION

By: *Sarah H. Norton*  
Sarah H. Norton  
Vice President and Senior Counsel

Assignee:

HILTON HOSPITALITY, INC.

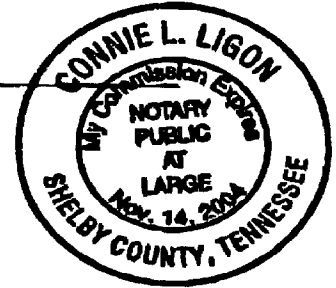
By: *Barbara L. Arnold*  
Barbara L. Arnold  
Assistant Vice President

STATE OF TENNESSEE )  
 ) ss:  
COUNTY OF SHELBY )

Personally appeared before me the above-named Sarah H. Norton known or proved to me to be the same person who executed the foregoing instrument and to be the Vice President and Senior Counsel of HILTON HOTELS CORPORATION and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this February 18, 2002.

*Connie L. Ligon*  
Notary Public



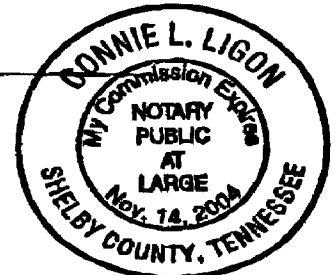
My Commission Expires: 11-14-04

STATE OF TENNESSEE )  
 ) ss:  
COUNTY OF SHELBY )

Personally appeared before me the above-named Barbara L. Arnold, known or proved to me to be the same person who executed the foregoing instrument and to be a Assistant Vice President of HILTON HOSPITALITY, INC. and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this February 18, 2002.

*Connie L. Ligon*  
Notary Public



My Commission Expires: 11-14-04