

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Select Franchising, Inc.		07/28/2005	CORPORATION: NORTH DAKOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Six Continents Hotels, Inc.		
<b>Street Address:</b>	Three Ravinia Drive		
<b>Internal Address:</b>	Suite 100		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30346		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1626418	SELECT HOTEL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(770)604-8127		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7706048760		
<b>Email:</b>	tami.collie@ichotelsgroup.com		
<b>Correspondent Name:</b>	Tamilyn Collie		
<b>Address Line 1:</b>	Three Ravinia Drive		
<b>Address Line 2:</b>	Suite 100		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30346-2149		
<b>NAME OF SUBMITTER:</b>	Tamilyn Collie		
<b>Signature:</b>	/Tamilyn Collie/		
<b>Date:</b>	08/03/2005		

OP \$40.00 1626418

Total Attachments: 2

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**ASSIGNMENT OF SERVICE MARK**

WHEREAS, Select Franchising, Inc. ("Assignor"), a North Dakota corporation having its principal offices at 1025 38th Street SW, Suite B, Fargo, North Dakota 58103 has adopted, used, is using and is the owner of the following mark registered in the United States Patent and Trademark Office:

<b><u>Mark</u></b>	<b><u>Reg. No.</u></b>	<b><u>Date of Registration</u></b>
<b>SELECT HOTEL</b>	<b>1,626,418</b>	<b>December 4, 1990</b>

WHEREAS, Assignor represents and warrants that it owns all rights in and to U.S. Registration No. 1,626,418 for SELECT HOTEL and that there are no encumbrances on or against U.S. Registration No. 1,626,418 for SELECT HOTEL;

WHEREAS, Six Continents Hotels, Inc., ("Assignee"), a Delaware corporation having its principal place of business at Three Ravinia Drive, Suite 100, Atlanta, Georgia 30346 is desirous of acquiring said mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency is acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill of the business symbolized by said mark and registration thereof, and including all common law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the date executed below.

SELECT FRANCHISING, INC.

Date:

July 28, 2005

N. Klaers

By: Nicholas Klaers  
Title: President