

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Morris Visitor Publications, LLC		06/15/2007	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Preferred Hotel Group, Inc.		
Street Address:	311 S. Wacker Dr., Suite 1900		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60606		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3225075	PREFERRED LIFESTYLES	
CORRESPONDENCE DATA			
Fax Number:	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3124643100		
Email:	chicagopto@loeb.com, aocasio@loeb.com		
Correspondent Name:	Edward G. Wierzbicki - LOEB & LOEB LLP		
Address Line 1:	321 N. Clark St., Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	205640-10002		
NAME OF SUBMITTER:	Edward G. Wierzbicki		
Signature:	/Edward G. Wierzbicki/		
Date:	06/20/2007		

CH \$40.00 3225075

Total Attachments: 1
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TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Morris Visitor Publications, LLC, a Georgia limited liability company ("Assignor"), having a place of business at 735 Broad Street, Augusta, Georgia, 30903-0936, hereby sells, assigns, and transfers to Preferred Hotel Group, Inc., a Delaware corporation, having a place of business at 311 South Wackler Drive, Suite 1900, Chicago Illinois 60606 ("Assignee"), absolutely and forever, its entire right, title, and interest in and to the mark PREFERRED LIFESTYLES (the "Mark"), together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications to register the Mark, including U.S. Registration No. 3,225,075 (formerly U.S. Application Serial No.78902736).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 15th day of JUNE 2007.

Morris Visitor Publications, LLC

By: [Signature]

Name: W.S. Morris IV

Title: is its president

State of GEORGIA }
County of RICHMOND }

On June 15th, 2007 before me, Carol A. Malone, personally appeared W.S. Morris IV personally known to me (or 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.

WITNESS my hand and official seal.

Signature Carol A. Malone (Seal)

Notary Public, Columbia County, Georgia
My Commission Expires March 13, 2011