

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
AMERICAN HOTEL & LODGING ASSOCIATION		02/08/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	McNEILL GROUP, INC.		
Street Address:	385 Oxford Valley Road		
Internal Address:	Suite 420		
City:	Yardley		
State/Country:	PENNSYLVANIA		
Postal Code:	19067		
Entity Type:	CORPORATION: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1830342	LODGING	
CORRESPONDENCE DATA			
Fax Number:	(215)299-2150		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-299-2016		
Email:	tfall@foxrothschild.com		
Correspondent Name:	Tristram R. Fall, III, Esquire		
Address Line 1:	P.O. Box 5231		
Address Line 4:	Princeton, NEW JERSEY 08543		
ATTORNEY DOCKET NUMBER:	[LODGING] - MCNEILL		
NAME OF SUBMITTER:	Tristram R. Fall, III		
Signature:	/Tristram R. Fall, III/		

OP \$40.00 1830342

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**TRADEMARK
 REEL: 004475 FRAME: 0416**

Date:

02/11/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

In consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, AMERICAN HOTEL & LODGING ASSOCIATION, a Delaware non-profit corporation having an address of 1201 New York Avenue, N.W., Suite 600, Washington, DC 20005-3931 ("Assignor"), for itself and its successors and assigns, hereby assigns to McNEILL GROUP, INC., a Pennsylvania corporation having an address of 385 Oxford Valley Road, Suite 420, Yardley, PA 19067 ("Assignee"), its successors and assigns, all right, title and interest in and to the trademark set forth on Schedule A attached hereto (the "Mark") and made a part hereof, together with the goodwill associated therewith.

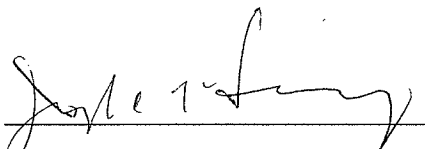
The execution of this Trademark Assignment is being executed in accordance with the terms of a certain Asset Purchase Agreement, dated May 10, 2005 (the "Asset Purchase Agreement"), pursuant to which Assignor sold and transferred to Assignee certain assets relating to *Lodging* magazine and does not modify the terms contained therein.

This Trademark Assignment includes the right to apply for registration of the Mark in any and all jurisdictions where such registration is desired by Assignee, the right to renew any existing registrations, and the right to claim for any and all damages by reason of past infringement of the Mark with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors and assigns. Assignor warrants to Assignee and its successors and assigns that Assignor is the sole owner of the Mark and that the Mark and all right, title and interest thereto are not subject to any lien, claim, security interest, license, royalty arrangement or dispute.

Further assignment, license or other transfer of the Mark is subject to the restrictions set forth in paragraphs 1.2, 1.4, and 10.6 of the Asset Purchase Agreement.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer as of this 8 day of February, 2011.

AMERICAN HOTEL & LODGING
ASSOCIATION

By: 

Name: Joseph A. McInerney

Title: Pres & CEO

SCHEDULE A

TRADEMARK

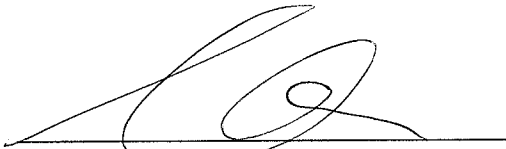
U.S. Trademark Registration:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Issue Date</u>	<u>Int'l Class</u>
"LODGING"	1,830,342	04/12/1994	016

STATE OF NEW YORK
COUNTY OF NEW YORK

:
: SS.
:

Before me, a notary public, in and for the State and County aforesaid, on this 8th day of February, 2011, personally appeared Joe McInerney, who, having been by me duly sworn and having executed the foregoing instrument in my presence, did depose and say that he is the President and CEO of American Hotel & Lodging Association, the corporation that executed the foregoing instrument; that he executed said instrument on behalf of said corporation; and that he was duly authorized to do so, American Hotel & Lodging Association intending to be legally bound thereby and intending that said instrument be properly recorded.



NOTARY PUBLIC

My Commission Expires: 11/23/2013

MONICA S ASHER
Notary Public State of New York
No. 02AS6213906
Qualified in New York County
Commission Expires Nov. 23, 2013