

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310306

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/23/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PKF Hospitality Research Group, Inc.		07/10/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PKF Hospitality Research, LLC		
Street Address:	50 California Street, 19th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3953125	MYSHARE	
Registration Number:	3620101	HOTEL HORIZONS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6178685000		
Email:	cmc@ferranteandassociates.com		
Correspondent Name:	Ferrante & Associates		
Address Line 1:	126 Prospect Street		
Address Line 4:	Cambridge, MASSACHUSETTS 02139		
NAME OF SUBMITTER:	Catherine Conneely		
SIGNATURE:	/Catherine Conneely/		
DATE SIGNED:	07/10/2014		
Total Attachments: 2			
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source=PKF Hospitality - Assignment of Marks - SIGNED#page2.tif			

OP \$65.00 3953125

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (this "Agreement") is entered into by and between **PKF HOSPITALITY RESEARCH GROUP, INC.**, a Delaware corporation (by its successor in interest **PKF HOSPITALITY RESEARCH, LLC**, a Delaware limited liability company) (the "Assignor"), to **PKF HOSPITALITY RESEARCH, LLC**, a Delaware limited liability company (the "Assignee").

WHEREAS, the Assignor has adopted and used the trademarks (the "Marks") identified on Exhibit 1 hereto, and is the owner of the registrations of such Marks in the United States Patent and Trademark Office identified on Exhibit 1 hereto;

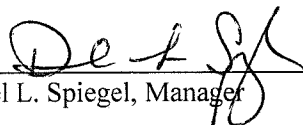
AND WHEREAS, the Assignee desires to acquire the Marks and the registration thereof and registration application therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign, sell and transfer unto the Assignee all right, title and interest in and to the Marks, together with (a) the registration of the Marks, (b) the goodwill of the business symbolized by and associated with the Marks and the registration thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registration thereof or such associated goodwill.

IN WITNESS WHEREOF, each of the undersigned has caused this instrument to be duly executed as of July 10, 2014.

PKF HOSPITALITY RESEARCH GROUP, INC.

By: PKF HOSPITALITY RESEARCH, LLC (as successor in interest)

By:  _____
Daniel L. Spiegel, Manager

PKF HOSPITALITY RESEARCH, LLC

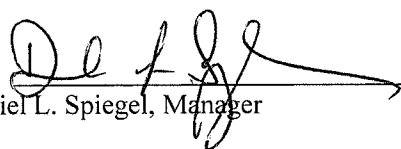
By:  _____
Daniel L. Spiegel, Manager

EXHIBIT 1

Trademark

Registration

HOTEL HORIZONS

Reg. No. 3,620,101

myShare

Reg. No. 3,953,125