

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM439716

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
1200 Eads St., Inc.		06/21/2017	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	WhyHotel, Inc.		
<b>Street Address:</b>	2231 Crystal Drive, Suite 1000		
<b>City:</b>	Arlington		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22202		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87198288	WHY	
<b>Serial Number:</b>	87198297	WHY HOTEL	
<b>Serial Number:</b>	87198305	WHY HOTEL	
<b>Serial Number:</b>	87198317	WHY HOTEL WHEN YOU CAN HAVE A PLACE LIKE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2029425999		
<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>			
<b>Phone:</b>	202.942.5000		
<b>Email:</b>	trademarkdocketing@apks.com, roberta.horton@apks.com, elisabeth.richards@apks.com		
<b>Correspondent Name:</b>	Roberta L. Horton		
<b>Address Line 1:</b>	601 Massachusetts Ave., N.W.		
<b>Address Line 2:</b>	IP Docketing		
<b>Address Line 4:</b>	Washington, D.C. 20001		
<b>NAME OF SUBMITTER:</b>	Roberta L. Horton		
<b>SIGNATURE:</b>	/Roberta L. Horton/		
<b>DATE SIGNED:</b>	08/17/2017		
<b>Total Attachments: 4</b>			
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## **SERVICE MARK ASSIGNMENT**

This Assignment is made effective as of the June 21st day of June, 2017, by 1200 Eads St., Inc., a Delaware corporation with its principal place of business at 2345 Crystal Drive, Suite 1100 Arlington, VA 22202 ("Assignor"), in favor of WhyHotel, Inc., a Delaware corporation with its principal place of business at 2231 Crystal Drive, Suite 1000 Arlington, VA 22202 ("Assignee").

WHEREAS, Assignee desires to acquire any and all of Assignor's right, title and interest in and to the following service marks: WHY [stylized]; WHY HOTEL [stylized horizontal mark]; WHY HOTEL [stylized vertical mark]; and WHY HOTEL WHEN YOU CAN HAVE A PLACE LIKE HOME [stylized], together with the goodwill symbolized thereby, including without limitation the applications that Assignor has filed to register these marks with the U.S. Patent and Trademark Office as shown in the attached Exhibit A (collectively, the "WHY HOTEL Marks"); and

WHEREAS, Assignor has agreed to assign and transfer to Assignee any and all right, title and interest owned by Assignor in the WHY HOTEL Marks, together with the goodwill symbolized thereby and the applications shown in Exhibit A attached hereto, according to the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, and intending to be legally bound hereby, Assignor agrees as follows:

1. Assignee is a successor to that portion of Assignor's ongoing and existing business to which the WHY HOTEL Marks pertains.

2. Assignor hereby assigns, transfers, conveys and grants to Assignee any and all right, title, and interest now owned and possessed by Assignor in and to the WHY HOTEL Marks, including but not limited to the applications listed in Exhibit A hereto, together with the goodwill symbolized thereby, and that portion of Assignor's ongoing and existing business to which the WHY HOTEL Marks pertains within the meaning of Section 10 (a) of the Lanham Act, 15 U.S.C. §1060(a).

3. Assignor further hereby assigns, transfers, conveys, and grants to Assignee all rights of action at law and suits in equity to recover for past infringements of the WHY HOTEL Marks currently known to Assignor as of the date hereof or that may become known after the date of this Assignment.

4. Assignor shall execute any additional documents necessary to manifest this Assignment.


1200 EADS ST., INC.

By:  \_\_\_\_\_

Name: Mitchell N. Schear

Title: President

**EXHIBIT A**

Mark	Owner	Application No. Filing Date	Services	Status
<u>WHY</u>	1200 Eads St., Inc. (DE corp.)  2345 Crystal Drive, Suite 1100 Arlington, VA 22202	Serial No. 87198288  Filed: 10/10/16  Intent to Use	Class 43: hotel services; providing temporary housing accommodations	Pending
WHY   HOTEL	1200 Eads St., Inc. (DE corp.)  2345 Crystal Drive, Suite 1100 Arlington, VA 22202	Serial No. 87/198,297  Filed: 10/10/16  Intent to Use	Class 43: hotel services; providing temporary housing accommodations	Pending
WHY <u>HOTEL</u>	1200 Eads St., Inc. (DE corp.)  2345 Crystal Drive, Suite 1100 Arlington, VA 22202	Serial No.: 87/198,305  Filed: 10/10/16  Intent to Use	Class 43: hotel services; providing temporary housing accommodations	Pending
  Word Mark: WHY HOTEL WHEN YOU CAN HAVE A PLACE LIKE HOME	1200 Eads St., Inc. (DE corp.)  2345 Crystal Drive, Suite 1100 Arlington, VA 22202	Serial No.: 87/198,317  Filed: 10/10/16  Intent to Use	Class 43: hotel services; providing temporary housing accommodations	Pending