

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM489808

<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>
BECKHAM LUXURY LLC		09/12/2018	Limited Liability Company: OKLAHOMA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DEAL NOVA LLC		
<b>Street Address:</b>	1061 NORTHWEST EXPRESSWAY		
<b>Internal Address:</b>	SUITE 1500		
<b>City:</b>	OKLAHOMA CITY		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	73118		
<b>Entity Type:</b>	Limited Liability Company: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5433607	UPPER EAST COLLECTION	
<b>Registration Number:</b>	5488320	PARK HOTEL COLLECTION	
<b>Registration Number:</b>	5453646	PARK HOTEL COLLECTION	
<b>Registration Number:</b>	5356886	BECKHAM HOTEL COLLECTION	
<b>Serial Number:</b>	87813391	M BECKHAM HOTEL COLLECTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4052707211		
<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>	405-270-6011		
<b>Email:</b>	sasha.beling@mcafeetaft.com		
<b>Correspondent Name:</b>	SASHA L. BELING		
<b>Address Line 1:</b>	211 NORTH ROBINSON		
<b>Address Line 2:</b>	10TH FLOOR, TWO LEADERSHIP SQUARE		
<b>Address Line 4:</b>	OKLAHOMA CITY, OKLAHOMA 73102		
<b>ATTORNEY DOCKET NUMBER:</b>	7909.6		
<b>NAME OF SUBMITTER:</b>	SASHA L. BELING		
<b>SIGNATURE:</b>	/slb/		

CH \$140.00 5433607

<b>DATE SIGNED:</b>	09/13/2018
<b>Total Attachments: 2</b> source=20180912 DN Trademark Assignment 2#page1.tif source=20180912 DN Trademark Assignment 2#page2.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Beckham Luxury, LLC, an Oklahoma limited liability company having an address of 1601 Northwest Expressway, Suite 1500, Oklahoma City, Oklahoma 73118 (hereinafter referred to as the "ASSIGNOR"), is the owner of the marks identified by Exhibit A hereto and the goodwill associated therewith (hereinafter referred to as the "Marks"); and

WHEREAS, Deal Nova LLC, an Oklahoma limited liability company having an address of 1601 Northwest Expressway, Suite 1500, Oklahoma City, Oklahoma 73118 (hereinafter referred to as the "ASSIGNEE"), wishes to acquire the rights ASSIGNOR has in and to said Marks in the United States of America and its territorial possessions and in all foreign countries, along with the goodwill associated with said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, effective as of the date executed by ASSIGNOR below, its entire right, title, and interest in and to the Marks and the trademark registrations and trademark applications set forth on Exhibit A hereto and all issuances, extensions, and renewals thereof (the "Registrations"), together with all goodwill associated with any of the foregoing, and all other rights which ASSIGNOR has of any kind whatsoever under any of the foregoing under the law of any jurisdiction throughout the world, and any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages, all of the same to be held and enjoyed by ASSIGNEE, its successors and assigns.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Trademark Assignment as of September 12, 2018.

Beckham Luxury, LLC

By: Matt Beckham  
Name: Matt Beckham  
Title: CEO

**SCHEDULE A**

<b>MARK</b>	<b>APP. NO.</b>	<b>REG. NO.</b>
UPPER EAST COLLECTION	87/686,412	5,433,607
PARK HOTEL COLLECTION	87/687,021	5,488,320
PARK HOTEL COLLECTION	87/680,537	5,453,646
BECKHAM HOTEL COLLECTION	87/505,831	5,356,886
M BECKHAM HOTEL COLLECTION	87/813,391	N/A