

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM606474

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Radisson Hospitality, Inc.		10/23/2020	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Radisson Hospitality Belgium BV/SRL		
Street Address:	Avenue du Bourget 44		
City:	Brussels		
State/Country:	BELGIUM		
Postal Code:	B-1130		
Entity Type:	Private Limited Liability Company: BELGIUM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	6099048	RBG	
Registration Number:	4041863	RBG BAR & GRILL	
Registration Number:	5800671	SHOP SECURE HOTEL ONLINE PURCHASING	
Registration Number:	5010920	SPORTS APPROVED	
CORRESPONDENCE DATA			
Fax Number:	6126324444		
<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:	6126323271		
Email:	tmsradisson@lathropgpm.com		
Correspondent Name:	Cheryl Johnson		
Address Line 1:	500 IDS Center, 80 South 8th Street		
Address Line 2:	Lathrop GPM LLP		
Address Line 4:	Minneapolis, MINNESOTA 55402		
DOMESTIC REPRESENTATIVE			
Name:	Ashley Bennett Ewald		
Address Line 1:	500 IDS Center, 80 South 8th Street		
Address Line 2:	Lathrop GPM LLP		
Address Line 4:	Minneapolis, MINNESOTA 55402		

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NAME OF SUBMITTER:	Cheryl Johnson
SIGNATURE:	/Cheryl Johnson/
DATE SIGNED:	11/03/2020
Total Attachments: 2 source=Rad Hosp Assign#page1.tif source=Rad Hosp Assign#page2.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of October 23, 2020, is entered into between RADISSON HOSPITALITY, INC., a corporation of Minnesota, United States of America with its place of business at Carlson Parkway, P.O. Box 59159, Minneapolis, MN 55459 ("Assignor"), and RADISSON HOSPITALITY BELGIUM BV/SRL, a Belgium private limited liability company with its principal place of business at Avenue du Bourget 44, B-1130 Brussels, Belgium ("Assignee").

Recitals

- A. Assignor is the owner of or applicant for the trademarks and service marks listed on Schedule A (the "Marks").
- B. Assignor assigned the Marks to Assignee pursuant to the RHI Trademark and Domain Name Assignment Agreement dated October 21, 2020 (the "Trademark Assignment"), between Radisson Hospitality, Inc. and Radisson Hospitality Belgium BV/SRL, and the parties are executing this short form agreement for recordation with the appropriate governmental authorities.

Assignment

In consideration of the above recitals and other good and valuable consideration paid in connection with the Trademark Assignment (the receipt and sufficiency of which the parties expressly acknowledge), the parties agree as follows:


Assignor hereby transfers and assigns to Assignee absolutely all its right, title and interest in and to the Marks, including:

- (a) all registrations and applications for registration of the Marks in any country, including any renewals and extensions of any registration that is or may be secured;
- (b) the absolute entitlement to any registered trademarks or service marks granted pursuant to any of the applications comprised in the Marks;
- (c) all statutory and common law rights attaching to the Marks, together with the good will of the business relating to the goods and/or services in respect of which the Marks are registered or used; and
- (d) the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any profits or damages recovered) in respect of any infringement, or any other cause of action (including passing off and dilution) arising from ownership, of any of the Marks whether occurring before, on or after the date of this Assignment.

The parties have executed this Assignment as of the date first written above.

Assignor: RADISSON HOSPITALITY, INC.

**Assignee: RADISSON HOSPITALITY
BELGIUM BV/SRL**

By: 
Name: J. Timothy Sticha
Title: Executive Vice President

By: *Eva-Maria Erauw*
Name: Eva-Maria Erauw
Title: Director

Schedule A
United States Registrations and Applications

MARK	APP. NO.	REG. NO.
RBG	88/482,247	6,099,048
RBG BAR & GRILL & Design (color)	85/271,851	4,041,863
SHOP SECURE HOTEL ONLINE PURCHASING & Design	86/960,860	5,800,671
SPORTS APPROVED	86/664,089	5,010,920

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