

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/14/2008		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	HotelsAB,LLC		03/16/2012
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HotelsAB Standard Brand LLC		
Street Address:	23 East 4th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	2293007	STANDARD
	Registration Number:	2272545	THE STANDARD
CORRESPONDENCE DATA			
Fax Number:	(212)983-8903		
Phone:	212-983-8900		
Email:	sheldon@galvinpalmer.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Sheldon Palmer		
Address Line 1:	630 Third Avenue		
Address Line 2:	23rd Floor		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	1251-33-33A ASSIGNMENTS		

OP \$65.00 2293007

NAME OF SUBMITTER:	Sheldon Palmer
Signature:	/sheldon palmer/
Date:	03/20/2012
Total Attachments: 1 source=1251-8 nunc pro tuc asst 3-20-12#page1.tif	

NUNC PRO TUNC ASSIGNMENT

WHEREAS, Hotels AB, LLC, a Delaware limited liability company with an office located at 23 East 4th Street, New York NY 10003, is the owner, by assignment from Greenfield Standard LLC, dated April 14, 2008, the trademarks: (1) STANDARD registered in the United States Patent and Trademark Office under Registration No. 2,293,007, dated November 16, 1999; and (2) THE STANDARD registered in the United States Patent and Trademark Office under Registration No. 2,272,545, dated August 24, 1999; and

WHEREAS HotelsAB Standard Brand LLC, a Delaware limited liability company with an office located at 23 East 4th Street, New York NY 10003 is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said HotelsAB LLC does hereby sell, assign and transfer unto the said HotelsAB Standard Brand LLC, *nunc pro tunc* as of April 14, 2008, all right, title and interest in and to the said marks and the registrations thereof together with the goodwill of the business symbolized by the marks, including the right to sue for and recover injunctive and other relief for past, present, and future infringements of any rights in and to said marks.

IN WITNESS WHEREOF, the said HotelsAB LLC has caused this instrument to be executed by its duly authorized Member as of the 16th day of March 2012.

HOTELSAB, LLC


By: ANDRÉ BALAZS