

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HotelsAB Standard Brand, LLC		03/19/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HotelsAB LLC		
Street Address:	23 East 4th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
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:	2129838900		
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 ASST 3-20-12		
NAME OF SUBMITTER:	Sheldon Palmer		

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Signature:	/sheldon palmer/
Date:	03/20/2012
Total Attachments: 1 source=1251-8 asst2 3-20-12#page1.tif	

**ASSIGNMENT**


WHEREAS, HotelsAB Standard Brand, LLC, a Delaware limited liability company with an office located at 23 East 4<sup>th</sup> Street, New York NY 10003, is the owner, by assignment, *nunc pro tunc*, dated March , 2012 from HotelsAB LLC, 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 LLC, a Delaware limited liability company with an office located at 23 East 4<sup>th</sup> Street, New York NY 10003 is desirous of reacquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said HotelsAB Standard Brand LLC does hereby sell, assign and transfer unto the said HotelsAB LLC, 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 Standard Brand LLC has caused this instrument to be executed by its duly authorized Member as of the 19<sup>th</sup> day of March 2012.

HotelsAB Standard Brand, LLC

  
By ANDRÉ BALAZS