

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM391486

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Red Lion Hotels Holdings, Inc.		07/07/2016	Corporation: WASHINGTON
RECEIVING PARTY DATA			
Name:	Red Lion Hotels Franchising, Inc.		
Street Address:	201 W. North River Drive		
Internal Address:	#100		
City:	Spokane		
State/Country:	WASHINGTON		
Postal Code:	99201		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	3583039		
Registration Number:	3583035		
Registration Number:	3583038		
Registration Number:	1131985		
Registration Number:	3583032	RED LION	
Registration Number:	3678549	RED LION	
Registration Number:	3583031	RED LION	
Registration Number:	1095529	RED LION	
Registration Number:	1915645	RED LION HOTEL	
Registration Number:	2534139	RED LION HOTELS & INNS	
Registration Number:	1485662	RED LION INN	
Registration Number:	2527331	RED LION INN & SUITES	
Registration Number:	4595255	RED LION INN & SUITES	
Registration Number:	2524923	RED LION INN & SUITES	
Registration Number:	2701799	ROARING START	
CORRESPONDENCE DATA			
Fax Number:	3036293450		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

OP \$390.00 3583039

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: (303) 629-3400
Email: broms.maria@dorsey.com
Correspondent Name: Dorsey & Whitney LLP
Address Line 1: 1400 Wewatta Street, Suite 400
Address Line 2: IP Department
Address Line 4: Denver, COLORADO 80202-5549

NAME OF SUBMITTER:	Maria T. Broms
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SIGNATURE:	/MB 10216/
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DATE SIGNED:	07/14/2016
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Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement is effective as of July 1, 2016 between Red Lion Hotels Holdings, Inc., a Washington corporation with address at 201 W. North River Drive, #100, Spokane, Washington 99201 ("Assignor") and Red Lion Hotels Franchising, Inc., a Washington corporation with address at 201 W. North River Drive, #100, Spokane, Washington 99201 ("Assignee").

Assignor is the owner of certain trademarks including but not limited to those trademarks represented by the trademark registrations more fully described in Schedule A (the "Marks").

Assignor wishes to assign, and Assignee wishes to receive, all of Assignor's right, title and interest in the Marks and any goodwill associated with the marks.

The parties therefore agree as follows:

For good and valuable consideration, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in the Marks as they exist anywhere in the world and as may be created or acquired at any date in the future, along with any goodwill associated with the Marks. This assignment includes without limitation all registrations for the Marks, all priority rights or claims based on International Conventions, all rights to proceeds of the Marks, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignor, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignor shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee's rights in the Marks.

At the request and expense of Assignee, Assignor shall provide all reasonable assistance which Assignee considers necessary in connection with bringing or defending any proceedings in relation to the Marks.

Red Lion Hotels Holdings, Inc.

By: [Signature]
Name: Thomas L. McKenran
Title: EVP

Witness: [Signature]
Name: Julie Shiflett
Address: 201 W North River Dr #100
Spokane WA 99201

Witness: [Signature]
Name: Julie Langenby
Address: 201 W North River Dr #100
Spokane WA 99201

Red Lion Hotels Franchising, Inc.

By: [Signature]
Name: Thomas L. McKenran
Title: EVP

Witness: [Signature]
Name: Julie Shiflett
Address: 201 W North River Dr #100
Spokane WA 99201

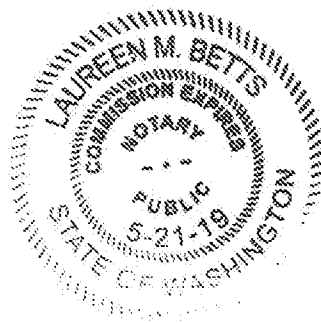
Witness: [Signature]
Name: Julie Langenby
Address: 201 W North River Dr #100
Spokane WA 99201

The foregoing Trademark Assignment Agreement is subscribed and sworn to before me by Thomas L. Mykema, in his/her capacity as EVP of Red Lion Hotels Holdings, Inc. this 7 day of July 2016.







Laureen M. Betts
Notary Public





The foregoing Trademark Assignment Agreement is subscribed and sworn to before me by Thomas L. Mykema, in his/her capacity as EVP of Red Lion Hotels Franchising, Inc. this 7 day of July, 2016.

Laureen M. Betts
Notary Public



SCHEDULE A

Trademark	Country	Application No.	Registration No.
Miscellaneous Design (Lion's Head with Circle) 	Canada	1,401,297	TMA755194
RED LION	Canada	1,401,296	755193
RED LION & Design (Lion's Head - Old, Stacked)  RED LION	Canada	597,736	464524
RED LION INN	Canada	597,734	464523
Miscellaneous Design (Lion's Head - Outlined) 	Mexico	0388070	657552
RED LION	Mexico	0338852	621418
RED LION INNS	Mexico	338853	621419
Miscellaneous Design (Lion's Head) 	United States	77/528,735	3583039
Miscellaneous Design (Lion's Head) 	United States	77/528,728	3583035
Miscellaneous Design (Lion's Head) 	United States	77/528,732	3583038

Trademark	Country	Application No.	Registration No.
Miscellaneous Design (Lion's Head with Stippling) 	United States	73/176,970	1131985
RED LION	United States	77/528,699	3583032
RED LION	United States	77/528,682	3678549
RED LION	United States	77/528,685	3583031
RED LION (Stylized) RED LION		73/122,184	1095529
RED LION HOTEL	United States	74/521,784	1915645
RED LION HOTELS & INNS & Design 	United States	76/216,791	2534139
RED LION INN	United States	73/635,427	1485662
RED LION INN & SUITES	United States	76/216,792	2527331
RED LION INN & SUITES & Design (Stacked with Box in Color) 	United States	85/824,070	4595255
RED LION INN & SUITES & Design (Stacked) 	United States	76/216,790	2524923
ROARING START	United States	76/223,464	2701799