

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM606490

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 Hotels International, Inc.		10/23/2020	Corporation: DELAWARE
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: 28			
Property Type	Number	Word Mark	
Registration Number:	4478629	EXTRA THOUGHTFUL CARE	
Registration Number:	2817422	FIRE LAKE	
Registration Number:	0931026	GOLDEN STRINGS	
Registration Number:	4012228	HOTELS THAT LOVE TO SAY YES!	
Registration Number:	1872773	LOOK TO BOOK	
Registration Number:	4949762	MEETINGS SUCCESS	
Registration Number:	5120990	OUIBAR + KTCHN	
Registration Number:	0920862	RADISSON	
Registration Number:	2786788	RADISSON	
Registration Number:	4070968	RADISSON BLU	
Registration Number:	4070967	RADISSON BLU	
Registration Number:	5526307	RADISSON MEETINGS	
Registration Number:	1555298	RADISSON PLAZA HOTEL	
Registration Number:	5119730	RADISSON RED	
Registration Number:	5125322	RADISSON RED	
Registration Number:	5119731	RADISSON RED	
Registration Number:	5526308	RADISSON REWARDS	
Registration Number:	2117631	RADISSON.COM	
Registration Number:	5526403	RED RADISSON	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	5526404	RED RADISSON
Registration Number:	5712831	RED RADISSON
Registration Number:	5650610	RHG RADISSON HOTEL GROUP
Registration Number:	1466768	YES I CAN!
Registration Number:	2693462	YOUR EVENT BY RADISSON
Serial Number:	87631953	EVERY MOMENT MATTERS
Serial Number:	87708762	RADISSON COLLECTION
Serial Number:	90021244	RADISSON INDIVIDUALS
Serial Number:	87709052	RC RADISSON COLLECTION

CORRESPONDENCE DATA

Fax Number: 6126324444

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.

Phone: 6126323271

Email: tmradisson@lathrogpm.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

NAME OF SUBMITTER: Cheryl Johnson

SIGNATURE: /Cheryl Johnson/

DATE SIGNED: 11/03/2020

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of October 23, 2020, is entered into between RADISSON HOTELS INTERNATIONAL, INC., a corporation of Delaware, 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"). Assignor owns and has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for U.S. federal registration.
- B. Assignor assigned the Marks to Assignee pursuant to the Radisson Trademark and Domain Name Assignment Agreement dated October 21, 2020 (the "Trademark Assignment"), between Radisson Hotels International, Inc. and Radisson Hospitality Belgium BV/SRL, and the parties are executing this short form agreement for recordation with the appropriate governmental authorities. Assignee is acquiring the business of the Assignor in connection with which Assignor has a bona fide intent to use the marks for which there are pending Intent-to-Use applications for federal registration.

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:

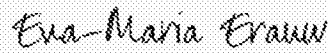
- (a) all registrations and applications for registration of the Marks in any country, including any renewals and extensions of any registration that is or may be secured;
- (b) the absolute entitlement to any registered trademarks or service marks granted pursuant to any of the applications comprised 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, with that portion of Assignor's business in connection with which it has a bona fide intent to use the Mark; 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 HOTELS
INTERNATIONAL, INC.**

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

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

By: 
Name: Eva-Maria Erauw
Title: Director

Schedule A

United States Registrations and Applications

MARK	APP. NO.	REG. NO.
EXTRA THOUGHTFUL CARE	85/606,488	4,478,629
FIRE LAKE	78/230,683	2,817,422
GOLDEN STRINGS	72/309,898	931,026
HOTELS THAT LOVE TO SAY YES!	85/223,194	4,012,228
LOOK TO BOOK	74/472,639	1,872,773
MEETINGS SUCCESS	86/710,797	4,949,762
OUIBAR + KTCHN & Design	86/875,230	5,120,990
RADISSON	72/333,849	920,862
RADISSON & Design	75/916,583	2,786,788
RADISSON BLU	77/659,460	4,070,968
RADISSON BLU & Design (color)	77/659,455	4,070,967
RADISSON MEETINGS	87/631,937	5,526,307
RADISSON PLAZA HOTEL	73/771,436	1,555,298
RADISSON RED	86/081,021	5,119,730
RADISSON RED	86/745,892	5,125,322
RADISSON RED & Design (color)	86/081,025	5,119,731
RADISSON REWARDS	87/631,947	5,526,308
RADISSON.COM	75/145,644	2,117,631
RED RADISSON	87/708,820	5,526,403
RED RADISSON & Design (Rounded Corners)(color)	87/709,059	5,526,404
RED RADISSON & Design (Square Corners) (Color)	88/015,783	5,712,831
RHG RADISSON HOTEL GROUP & Design	87/631,913	5,650,610
YES I CAN!	73/656,009	1,466,768
YOUR EVENT BY RADISSON	78/114,886	2,693,462
EVERY MOMENT MATTERS	87/631,953	
RADISSON COLLECTION	87/708,762	
RADISSON INDIVIDUALS	90/021,244	
RC RADISSON COLLECTION & Design	87/709,052	

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