

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
WHG TM LLC	FORMERLY WHG TM CORP	10/25/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	TRAVELODGE HOTELS, INC.
Street Address:	22 Sylvan Way
City:	Parsippany
State/Country:	NEW JERSEY
Postal Code:	07054
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	78543998	BEAR BITES BY TRAVELODGE
Serial Number:	78370336	RECREATE. HIBERNATE.
Serial Number:	72377528	SLEEPY
Serial Number:	72276207	SLEEPY
Serial Number:	74469997	SLEEPY BEAR
Serial Number:	74647856	SLEEPY TRAVELODGE
Serial Number:	85053437	STAY CLOSE TO ADVENTURE
Serial Number:	73755091	THRIFTLODGE
Serial Number:	73665271	TRAVELODGE
Serial Number:	74471372	TRAVELODGE
Serial Number:	74418433	TRAVELODGE
Serial Number:	74471373	TRAVELODGE
Serial Number:	78660620	TRAVELODGE SLEEPY
Serial Number:	85749922	TRAVELODGE SLEEPY

OP \$365.00 78543998

**TRADEMARK**

**CORRESPONDENCE DATA**

Fax Number: 9737536620

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 973 753-6455

Email: uspto.mail@wyn.com

Correspondent Name: Susan L. Crane

Address Line 1: 22 Sylvan Way

Address Line 2: Wyndham Worldwide Corporation

Address Line 4: Parsippany, NEW JERSEY 07054

ATTORNEY DOCKET NUMBER:	111502 TRAV
NAME OF SUBMITTER:	Susan L. Crane
Signature:	/susanlcrane/
Date:	12/20/2012
Total Attachments: 4 source=WHG TM LLC - TL#page1.tif source=WHG TM LLC - TL#page2.tif source=WHG TM LLC - TL#page3.tif source=Exhibit 1#page1.tif	

## TL ASSIGNMENT OF U.S. TRADEMARK RIGHTS

WHEREAS **WHG TM, LLC** ("Assignor"), a Delaware limited liability company with its principal place of business at 10750 West Charleston Blvd., Suite 130, Las Vegas, NV 89135, is the owner of the trademarks, United States Trademark registrations and pending United States trademark applications that are the subject of this assignment and are set forth on Exhibit 1 (the "Marks");

WHEREAS **Travelodge Hotels, Inc.** ("Assignee"), a Delaware corporation with its principal place of business at 22 Sylvan Way, Parsippany, NJ 07054, is desirous of acquiring the Marks, the registrations and applications thereof and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, effective October 25, 2012, Assignor does hereby assign unto Assignee, and Assignee does hereby accept all rights, title and interest in and to the Marks together with that portion of its business relating to the Marks and the goodwill appurtenant thereto, including, but not limited to, any right to collect damages for past infringements.

### WHG TM, LLC

By: George Dollar  
Name: GEORGE DOLLAR  
Title: SECRETARY  
Dated: 10/25/2012

### TRAVELODGE HOTELS, INC.

By: Susan L. Crane  
Name: SUSAN L. CRANE  
Title: GROUP VICE PRESIDENT, LEGAL  
Dated: 11/1/12

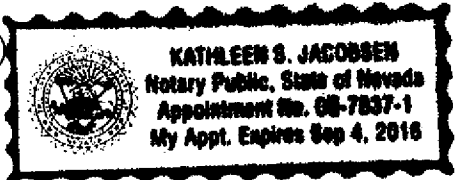
State of NEVADA

County of CLARK

On 10/25/12 before me, KATHLEEN S. JACOBSEN,  
personally appeared GEORGE DOLLAR personally known to me (or  
proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s)  
is/are subscribed to the within instrument and acknowledged to me that he/she/they  
executed the same in his/her/their authorized capacity(ies), and that by his/her/their  
signature(s) on the instrument the person(s), or the entity upon behalf of which the  
person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature Kathleen S. Jacobsen (Seal)



**EXHIBIT 1**

TRADEMARK	APPLICATION NO	APPLICATION DATE	REGISTRATION NO	REGISTRATION DATE	CLASS
BEAR BITES BY TRAVELODGE & Design-Color	78543998	Jan-7-2005	3137054	Aug-29-2006	42
RECREATE. HIBERNATE.	78379936	Feb-19-2004	2925418	Feb-8-2005	43
SLEEPY	72377528	Dec-1-1970	950278	Jan-9-1973	22
SLEEPY & BEAR DESIGN	72276207	Jul-18-1967	848208	Apr-30-1968	42
SLEEPY BEAR	74469997	Dec-15-1993	1,868,761	Dec-20-1994	42
SLEEPY TRAVELODGE (Bear Design)	74647856	Mar-17-1995	2438683	Mar-27-2001	42
STAY CLOSE TO ADVENTURE	85053437	Jun-3-2010	4013524	Aug-16-2011	43
THRIFTLODGE	73755091	Sep-30-1988	1539812	May-16-1989	42
TRAVELODGE	73665271	Jun-8-1987	1474602	Jan-26-1988	42
TRAVELODGE	74471372	Dec-20-1993	1869185	Dec-27-1994	3, 16, 21, 34, 42
TRAVELODGE & Plaque Design/Color	74418433	Jul-27-1993	1868724	Dec-20-1994	42
TRAVELODGE & Plaque Design/Color	74471373	Dec-20-1993	1,879,457	Feb-21-1995	3, 16, 21, 34
TRAVELODGE SLEEPY & Bear Logo/Color	78660620	Jun-29-2005	3162022	Oct-24-2006	43
TRAVELODGE SLEEPY & Bear Logo/Color	85749922	Oct-10-2012			43