

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sunrise Senior Living Management, Inc.		11/12/2004	CORPORATION: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sunrise Senior Living, Inc.		
<b>Street Address:</b>	7902 Westpark Drive		
<b>City:</b>	McLean		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	22102		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2194719	REMINISCENCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-408-4000		
<b>Email:</b>	docketing@finnegan.com		
<b>Correspondent Name:</b>	Finnegan, Henderson		
<b>Address Line 1:</b>	1300 I Street, N.W.		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	09280.0011		
<b>NAME OF SUBMITTER:</b>	Monica Riva Talley		
<b>Total Attachments: 1</b> source=0001686 copy#page1.tif			

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**ASSIGNMENT**

Sunrise Senior Living Management, Inc., a Virginia corporation with its principal place of business at Suite 300, 9401 Lee Highway, Fairfax, Virginia 22031-1803 ("Assignor"), is the owner of U.S. Registration No. 2,194,719 for the trademark REMINISCENCE Identified therefor ("the Trademark").

Sunrise Senior Living, Inc., a Delaware corporation with its principal place of business at 7902 Westpark Drive, McLean, Virginia 22102 ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

Sunrise Senior Living Management, Inc.

By: Bradley B. Rush

Name: BRADLEY B. RUSH

Title: VICE PRESIDENT

Date: 12 NOVEMBER 2004

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