

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Shea Homes, Inc.		07/25/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Shea Homes Limited Partnershp		
Street Address:	655 Brea Canyon Drive		
City:	Walnut		
State/Country:	CALIFORNIA		
Postal Code:	91789		
Entity Type:	LIMITED PARTNERSHIP: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Serial Number:	76232603	SEVILLE LIFE	
Registration Number:	2583752	SEVILLE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(602)530-8500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6025308019		
Email:	rji@gknet.com		
Correspondent Name:	Robert J. Itri		
Address Line 1:	2575 East Camelback Road		
Address Line 4:	Phoenix, ARIZONA 85016		
NAME OF SUBMITTER:	Robert J. Itri		
Signature:	/Robert J. Itri/		
Date:	07/25/2005		

Total Attachments: 2

**900028907**

**TRADEMARK  
 REEL: 003127 FRAME: 0180**

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**TRADEMARK ASSIGNMENT**

WHEREAS, SHEA HOMES, INC., a Delaware corporation, with its principal place of business located at 655 Brea Canyon Road, Walnut, California 91789 (“Assignor”), has adopted, owns and is using the following trademark (“*Pending Mark*”) in connection with the following goods and/or services and is seeking federal registration of the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the following goods and/or services:

<b>Serial No.:</b>	<b>Mark:</b>	<b>Goods/Services:</b>
76/232,603	SEVILLE LIFE	IC 035. Dissemination of advertising matter of others via the internet and providing on-line business directory information services directed toward consumers within a specific residential community also featuring hyperlinks to other web sites.  IC 038. Internet service provider, namely, providing multiple-user access to a global computer information network.  IC 036. Providing a website featuring information on real estate, real estate listings and providing information related to homes for sale in a residential community.  IC 041. Providing a website featuring information in the field of schools, cultural events, namely, theatre and museum exhibits, and recreational information in the fields of tennis, swimming, handball, racquetball, weightlifting, exercise, physical fitness, bowling, bocce ball, golf, walking trails, bicycle trails, arts and crafts, shuffleboard, lawn bowling, swimming, billiards, tennis, card games, dancing, aerobics, and health and fitness club services.

WHEREAS, Assignor has adopted, owns and is using the following trademark (“*Registered Mark*”) in connection with the following goods and/or services and has acquired federal registration of the Marks on the Principal Register of the United States Patent and Trademark Office in connection with the following goods and/or services:

<b>Serial No.:</b>	<b>Mark:</b>	<b>Goods/Services:</b>
2,583,752	SEVILLE	IC 036. Real estate agency services.  IC 037: Construction and land development services, namely, planning, laying out and building of residential and multi-use communities and commercial buildings featuring new residences, recreational facilities, social and community facilities, and meeting and convention centers  IC 041. Recreational services and facilities, namely, golf, tennis courts and swimming facilities, fitness and exercise facilities, bowling, bocce ball, walking trails, arts and crafts, shuffleboard, pool, and lawn bowling.

WHEREAS, SHEA HOMES LIMITED PARTNERSHIP, a California limited partnership, with its principal place of business at 655 Brea Canyon Road, Walnut, California 91789 (“Assignee”), desires to acquire the Pending Mark and the Registered Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Pending Mark and the Registered Mark, together with the goodwill of the business symbolized by the Pending Mark and the Registered Mark.

DATED this 25<sup>th</sup> day of July, 2005.

**ASSIGNOR:**

Shea Homes, Inc., a Delaware corporation

By: /Matthew Watson/

Name: Matthew Watson

Title: Assistant Secretary