

**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>
Executive Publications, LLC		08/09/2005	LIMITED LIABILITY COMPANY: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Homes & Land, LLC		
<b>Street Address:</b>	3399 Peachtree Road, Suite 700		
<b>Internal Address:</b>	c/o Endurance Business Media		
<b>City:</b>	Atlanta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30326		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2956309	EXECUTIVE HOMES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(317)684-5173		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(317) 684-5000		
<b>Email:</b>	trademark@boselaw.com		
<b>Correspondent Name:</b>	Jennifer L. Day		
<b>Address Line 1:</b>	135 N. Pennsylvania Street		
<b>Address Line 2:</b>	2700 First Indiana Plaza		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	13323-0001		
<b>NAME OF SUBMITTER:</b>	Jennifer L. Day		
<b>Signature:</b>	/Jennifer L. Day/		

OP \$40.00 2956309

**TRADEMARK**

Date:

10/06/2005

**Total Attachments: 6**

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## ASSIGNMENT OF TRADEMARKS

**THIS ASSIGNMENT OF TRADEMARKS** is made this 30th day of September, 2005, by and among Executive Publications, LLC, an Indiana limited liability company ("Seller"), Steven Holloway and Cheri Moore ("Members"), and HOMES & LAND, LLC, a Delaware limited liability company ("Buyer").

**WHEREAS**, pursuant to an Asset Purchase Agreement, dated August 9, 2005, by and among Buyer, Members, and Seller (the "Purchase Agreement"), Buyer has agreed to assume certain of the trademarks of Seller.

**WHEREAS**, Seller is the sole and exclusive owner of certain trademarks and the good will appurtenant thereto and certain trademark registrations therefor, which trademarks and registrations are listed and described in ANNEX "A" attached hereto (the "Marks"); and

**WHEREAS**, Buyer desires to acquire the entire right, title and interest in and to the Marks and registrations.

**NOW, THEREFORE**, for good and valuable consideration paid by Buyer to Seller, the receipt and sufficiency of which are hereby acknowledged, Seller hereby sells, assigns and transfers unto Buyer, and Seller hereby accepts and assumes the entire right, title and interest in and to the Marks and registrations therefor, together with the good will appurtenant thereto and the entire right, title and interest in and to any equity arising out of past, present or future infringement of the Marks.

This Assignment of Trademarks may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document.

**[SIGNATURES APPEAR ON FOLLOWING PAGES]**

IN WITNESS WHEREOF, the parties hereto have executed this Assignment of Trademarks on the date first above written.

**“BUYER”**

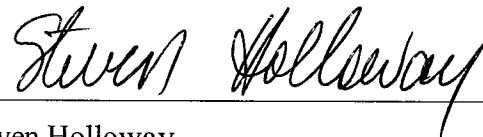
**Homes & Land, LLC**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

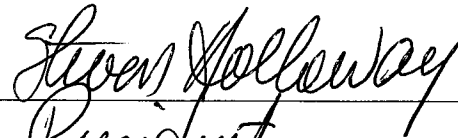
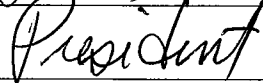
**“MEMBERS”**

  
\_\_\_\_\_  
Steven Holloway

  
\_\_\_\_\_  
Cheri Moore

**“SELLER”**

**Executive Publications, LLC**

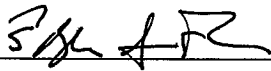
By:   
\_\_\_\_\_  
Title:   
\_\_\_\_\_

**[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]**

IN WITNESS WHEREOF, the parties hereto have executed this Assignment of Trademarks on the date first above written.

**“BUYER”**

**Homes & Land, LLC**

By: 

Name: F. Blasr Schmidt-Feller

Title: CEO

**“MEMBERS”**

\_\_\_\_\_  
Steven Holloway

\_\_\_\_\_  
Cheri Moore

**“SELLER”**

**Executive Publications, LLC**

By: \_\_\_\_\_

Title: \_\_\_\_\_

**[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]**

STATE OF \_\_\_\_\_ )  
 )ss  
COUNTY OF \_\_\_\_\_ )

The foregoing Assignment of Trademarks was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 2005, by \_\_\_\_\_ who being duly sworn, did say that he/she is the \_\_\_\_\_ of Homes & Land, LLC, a Delaware limited liability company, and has executed this Assignment of Trademarks on behalf of such company.

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

STATE OF Indiana )  
 )ss  
COUNTY OF Marion )

The foregoing Assignment of Trademarks was acknowledged before me this 28<sup>th</sup> day of September, 2005, by Steven Holloway who being duly sworn, did say that [he/she] is the President of Executive Publications, LLC, a \_\_\_\_\_ limited liability company, and has executed this Assignment of Trademarks on behalf of such company.

Lynda S. Peterson  
\_\_\_\_\_  
Notary Public

My commission expires: 11/13/06

LYNDA S. PETERSON, Notary Public  
My Commission Expires: November 13, 2006  
Resident of Marion County, Indiana

STATE OF Georgia )  
 )ss  
COUNTY OF Fulton )

The foregoing Assignment of Trademarks was acknowledged before me this 26 day of September, 2005, by Blair Shmidt-Feller who being duly sworn, did say that he/she is the Chairman + CEO of Homes & Land, LLC, a Delaware limited liability company, and has executed this Assignment of Trademarks on behalf of such company.

Carolyn L. Lambert  
Notary Public

My commission expires: 1.5.08

STATE OF \_\_\_\_\_ )  
 )ss  
COUNTY OF \_\_\_\_\_ )

The foregoing Assignment of Trademarks was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 2005, by \_\_\_\_\_ who being duly sworn, did say that [he/she] is the \_\_\_\_\_ of Executive Publications, LLC, a \_\_\_\_\_ limited liability company, and has executed this Assignment of Trademarks on behalf of such company.

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

ANNEX A

TRADEMARKS

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Indiana State Registrations:		
Distinctive Homes and Lifestyles	2004-0307	May 14, 2004
Distinctive Homes and Living	2005-0082	February 9, 2005
Federal Registrations:		
Executive Homes	2956309	May 24, 2005

Domain Names

www.e-DistinctiveHomes.com  
www.eDistinctiveHomes.com  
www.eDistinctiveHomes.net  
www.ExecutiveHomes.com  
www.indydowntownrealestate.com

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