

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/19/2002

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Deep Canyon Associates, LLC		11/07/2005	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

Name:	Portola Acquisition, LLC
Street Address:	74-001 Reserve Drive
City:	Indian Wells
State/Country:	CALIFORNIA
Postal Code:	92210
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	2694350	THE RESERVE
Registration Number:	2790036	THE RESERVE CLUB
Registration Number:	2731010	THE RESERVE

**CORRESPONDENCE DATA**

Fax Number: (202)408-4400  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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 Correspondent Name: Lisa Peller London  
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ATTORNEY DOCKET NUMBER:	06924.0054/0055/0056
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**OP \$90.00 2694350**

NAME OF SUBMITTER:	Lisa Peller London
Signature:	/Lisa Peller London/
Date:	11/07/2005
Total Attachments: 1 source=NuncProTuncAssignment#page1.tif	

**ASSIGNMENT NUNC PRO TUNC**

Deep Canyon Associates, LLC, a Delaware limited liability company with an address at 74-001 Reserve Drive, Indian Wells, California 92210 ("Assignor"), is the record owner of the marks THE RESERVE, THE RESERVE CLUB & Design, and THE RESERVE & Design, and of the U.S. trademark registrations therefor, namely, Registration Nos. 2694350; 2790036; and 2731010 (the "Trademarks").

On approximately December 19, 2002, Portola Acquisition, LLC, a California limited liability company having an address at 74-001 Reserve Drive, Indian Wells, CA 92210 ("Assignee"), acquired the Trademarks from Assignor. Assignee is the owner in fact of the Trademarks and the parties desire to reflect this fact in the records of the U.S. Patent and Trademark Office.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns nunc pro tunc as of December 19, 2002 to Assignee all its right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, and the right to sue and recover for past infringements, dilution, and other violations.

DEEP CANYON ASSOCIATES, LLC

By: Lowe Reserve Corporation  
Managing Member

By: Leanne Larsen

Name: Leanne Larsen

Title: Secretary

Date: November 7, 2005